

22 May 2013

Chris Lane
Events Coordinator
Shire of Broome
PO Box 44 Broome WA 6725

Dear Chris,

RE: BROOME BEACH POLO 2014

This letter serves the purpose of notifying the Shire of Broome that Polo Enterprises Australia intends to submit an application to stage its 'Broome Beach Polo' event in 2014. In light of this, we seek the following clarification and confirmation:

1. What is the deadline is for the lodgment of any beach polo event application for 2014;
2. What assessment criteria Council will apply when deciding to approve, or not approve, a beach polo event application in 2014? In particular:
 - (a) please confirm it will apply the policy known as '*Events Held on Local Government Property and Public Places*' adopted on 25 May 2005; or
 - (b) if it will not apply the policy, or apply a combination of the policy and other considerations, please identify in detail each aspect of the policy, and each other consideration, that will be applied, and what weight will be given to each;
3. Please confirm that Council will only approve 1 (one) beach polo event in Broome in 2014;
4. Please confirm that in circumstances where 2 (two) or more 2014 beach polo applications are received, Council will:
 - (a) consider each of those applications together, even if they relate to different event dates and venues, applying the assessment criteria to all applications objectively, equally, fairly and openly; and
 - (b) select the best applicant based on merit, having regard to the disclosed assessment criteria only.


Finally, as an aside, we have found that 'Cable Beach Polo' is already being advertised as returning in 2014. We have reviewed Council Minutes and can find no evidence of that event being approved by the Shire of Broome.

If 'Cable Beach Polo' has, in fact, been approved without a formal Council resolution, please advise what mechanism was followed to achieve this, and when the approval was given. If no approval has yet been given by the Shire of Broome, please confirm that Cable Beach Polo Pty Limited will be required to cease all such marketing forthwith to ensure the public is not misled, and so that other potential beach polo applications by other parties are not in any way prejudiced.

If at all possible, we would appreciate if you could reply to the above by Friday 24 May 2013. If you cannot comply with this timeframe, please advise how much time you require to address the above.

In the interim, unless we hear otherwise from you, we will assume that there is currently no deadline for the lodging of our application to stage a beach polo event in 2014, and that our prospects of approval will not be prejudiced, in any way, by not filing such an application immediately.

Yours faithfully

A handwritten signature in black ink, appearing to read 'J. Gazecki', with a stylized flourish at the end.

Janek Gazecki
Director
Polo Enterprises Australia Pty Limited A.C.N 117 622 803

Unit 4005, 343 Pitt Street, Sydney, NSW 2000 M: 0412 245 762, E: info@poloenterprises.com.au