

# EVENTS POLICY

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COUNCIL POLICY	
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Responsible Officer:	Manager Tourism and Community Services

## 1 INTRODUCTION

The Strathbogie Shire Council facilitates a number of events each year, ranging from nationally recognised sports events to mass participation offerings, community-based activities and local markets.

Council is a keen supporter of these events and recognises the important role they play in community and civic life. Depending on the nature and scale of the event, they have the potential to deliver significant economic, environmental, social and cultural benefits to the region.

Council has an important role to play in leveraging these benefits, while managing the impacts of events on their host communities. With increasing demand from organisers wishing to host events within the region, there is a need for a clear policy framework to ensure events are planned and delivered to the highest standard.

All events will be subject to an assessment process against the key considerations outlined in this policy.

## 2 PURPOSE

The purpose of this policy is to define Strathbogie Shire Council's role in supporting, partnering, facilitating and delivering events held within Strathbogie Shire on Council owned and managed land by external stakeholders, as well as internal events organised by Council Officers for Council produced events.

The level of event planning required for individual events may differ greatly and this policy and supporting documentation will provide a clear framework for the delivery of safe, well planned, documented events.

### **3 SCOPE**

This Policy applies to all events held within Strathbogie Shire that:

- a) are held on Council owned or managed land, water and/or roadways;
- b) require approval or authorisation by Council or its partner agencies including, but not limited to, the Department of Environment Land Water and Planning, Victoria Police, Maritime Safety Victoria, Worksafe, the Department of Health and/or Regional Roads Victoria;
- c) require a planning, local laws or occupancy permit;
- d) are sponsored by Council through Council's Sponsorship Program; or
- e) are of a scale that would have a significant impact on the host community, eg. through changes in traffic volume, road closures and/or noise levels. This includes events on private land or Crown land that Council does not manage.

### **4 OBJECTIVES**

Council aims to assist events to achieve a net benefit for the community from its involvement in events across the Shire, which can be achieved by:

- a) Providing a streamlined process for managing event related enquiries;
- b) Effectively managing the event application process;
- c) Providing advice and support to event organisers, particularly where the event is not well established, or it is run on a voluntary basis for community benefit;
- d) Assisting event organisers with the development and delivery of community engagement plans, risk management plans, particularly for events involving elevated noise levels, road and waterways closures, changed traffic conditions and any other activities that might affect amenity;
- e) Identifying and assisting the event organiser in developing local business integration opportunities;
- f) Leveraging events to promote Strathbogie Shire's Council Plan objectives and brand;
- g) Leveraging events to increase visitor yield (length of stay and expenditure);
- h) Coordinating post-event debriefs and evaluation for events involving significant impact on host communities, particularly those involving large attendance numbers or requiring changed traffic conditions; and
- i) Supporting events through the Sponsorship Program.

The accompanying Strathbogie Shire Event Management Framework outlines all expectations on event organisers in relation to planning, approval, risk management, delivery, reporting and evaluation of the event.

In addition, all event organisers are required to adhere to Council's policies and guidelines relating to events, including Local Laws, Waste Wise Events Policy and Child Safe Policy.

## **5 KEY CONSIDERATIONS**

When assessing an event application, Council officers will consider the following:

- 5.1 *Event activity suitability* – how well the type of activity planned fits with the proposed venue and surrounding facilities;
- 5.2 *Event location suitability* – factors such as the size of the event and alignment (or otherwise) with other events held in the location and surrounding areas will be considered, along with the level of host community tolerance for events;
- 5.3 *Purpose* - a clear explanation of why the event is being proposed;
- 5.4 *Audience* – a clearly defined target audience;
- 5.5 *Demonstrated capacity* – the experience of the event organiser in relation to the scale of the event;
- 5.6 *Risk* – the level of risk posed to Council and/or community as outlined in the Risk Assessment for the event and the measures able to be taken to mitigate identified risks;
- 5.7 *Timeframes* – whether sufficient time has been allowed to gain input and approval from all relevant agencies;
- 5.8 *Local business integration* - opportunities for local business integration and involvement;
- 5.9 *Environment and Climate Change* – a commitment and sensitivity to mitigating possible adverse environmental impacts, how event planning addresses relevant climate change considerations (eg waste minimisation, public transport options), our local communities;
- 5.10 *Calendar management* – managing the geographic spread of events to alleviate impact on host communities and to maximise economic benefit and minimise impacts; and
- 5.11 *Alignment with Council policy* – how the event organiser is ensuring compliance with relevant Council policies.

## **6 EVENT APPLICATION PROCESS**

Event organisers wishing to conduct an event on land or water owned and/or controlled by Strathbogie Shire Council must submit an online event application using the Event Application Form via the Strathbogie Shire Council website.

An event held on private or Crown land may require a planning permit from Council, dependant on overlays and zoning of the land. Organisers must consult our Planning and Investment department well before the event is to be held to seek advice as to whether or not a planning permit is required. You should obtain your planning permit prior to applying for the event.

A Council officer will contact the applicant within five (5) working days of receiving the application, to discuss the proposal and assess the suitability of the event based on the principles outlined in this policy.

Table 1 below details the minimum required deadlines for event applications. Please note that this deadline excludes the planning permit application process.

**Table 1: Event Application Deadlines**

Event Threshold	Event Application Deadlines
Low Impact Events: <ul style="list-style-type: none"><li>• 1-100 estimated attendees</li></ul>	A minimum of four (4) weeks / one (1) month
Medium Impact Events & Markets <ul style="list-style-type: none"><li>• 101-1500 estimated attendees</li></ul>	A minimum of three (3) months
High Impact Events <ul style="list-style-type: none"><li>• 1501+ estimated attendees</li></ul>	A minimum six (6) months

The processing time for approval of events will vary depending on the complexity of the application and the risk management implications associated with the event. Where event organisers do not meet the specified timelines, this may result in the non-approval and/or cancellation of the event.

#### Roadways & Waterways Closures

Events requiring road closures, waterways closures or a traffic management plan will require a minimum 6-month lead-time and may be subject to approval from other departments within Council.

Council officers may consult with other agencies, including Victoria Police, Maritime Safety Victoria, Worksafe (if fireworks are proposed) and Regional Roads Victoria in considering applications and applying conditions for on-road/on-water events.

## **7 APPROVAL PROCESS**

Council is committed to ensuring that all events held on Council owned or Council managed land or waterways are safe, accessible, well planned and address all potential impacts.

Once all necessary applications and documentation have been approved by relevant stakeholders, the event organiser will be issued with an event approval letter to confirm that the event has been approved to take place. This event approval will then be forwarded to all relevant internal and external stakeholders.

## **8 COUNCIL ROLES AND RESPONSIBILITIES**

Council's roles and responsibilities in supporting the development of a dynamic events program for the Shire are fourfold as follows:

### *1. Patron and Partner*

Council may provide funding or in-kind support to community events through an annual sponsorship program. Council's approach will be to ensure funding investment and partnerships are fully leveraged by clearly articulating expectations and the link to Council objectives as defined in the Council Plan and other relevant policies and strategies.

### *2. Enabler*

Council will enable and assist events through a range of supports including:

- Use of Council managed facilities;

- Assistance with marketing and promotion via Calendar of Events and the Strathbogie Shire Social Media platform;
- Advice on risk management and event management;
- In-kind assistance at events where the role, responsibility and relevant resourcing requirements of the Council Officer are clearly documented and approved through Councils Sponsorship Program;
- Professional development and community capacity building through skills training and community development; and
- Attracting events to Strathbogie Shire that enhance the offer to the community.

### 3. *Producer*

Council produces civic events such as those to commemorate important cultural or community significance such as NAIDOC and Seniors Week. Others are to showcase and share information such as FREEZA youth events or openings of significant infrastructure achievements within the Shire.

### 4. *Monitor and Regulator*

Council ensures the regulation of events according to Council standards and legislative compliance requirements, including waterways and road traffic management, environmental health, liquor licensing and risk management.

Table 2 below details the Council officers are involved in the event approval process:

**Table 2: Officer Approval Process**

ACTION	POSITION
Event Application Documentation reviewed by:	<ul style="list-style-type: none"> <li>• Events and Business Relationship Support Officer</li> <li>• Visitor Economy &amp; Events Co-ordinator</li> <li>• Relevant Internal/External Stakeholders as required</li> </ul>
COVID safe Plans/Public Liability Insurance reviewed by:	<ul style="list-style-type: none"> <li>• Events and Business Relationship Support Officer</li> <li>• Visitor Economy &amp; Events Co-ordinator</li> </ul>
Risk Assessments reviewed by: <i>(High Impact Events may require a professional Risk Assessment to be submitted)</i>	<ul style="list-style-type: none"> <li>• Events and Business Relationship Support Officer</li> <li>• Visitor Economy &amp; Events Co-ordinator</li> </ul>
Risk Assessments approved by:	<ul style="list-style-type: none"> <li>• Manager Tourism &amp; Community Services (assistance provided by the Risk Officer if required)</li> </ul>
Event Approval given by: <i>(dependant on size of event - see Table 3 below)</i>	<ul style="list-style-type: none"> <li>• Visitor Economy &amp; Events Co-ordinator</li> <li>• Manager Tourism &amp; Community Services</li> <li>• Director Community &amp; Planning</li> </ul>

**Table 3: Event Approval Process**

<b>Application process</b>	<b>Types of Events</b>	<b>Total Processing Time</b>	<b>Approvals</b>
High Impact Event	<p>Estimated 1501+ attendees</p> <p>Events including but not limited to:</p> <ul style="list-style-type: none"> <li>• 'On water' Events (<i>ie. Go Fish, Head of the River</i>)</li> <li>• Music Festivals (<i>ie. Euroa Music Festival</i>)</li> <li>• Significant Events (<i>ie. Show and Shine, NYE Fireworks</i>)</li> <li>• Large 'on road' Events (<i>ie. Ride the Ranges, Jayco Herald Sun Tour</i>)</li> </ul>	Minimum 6 months	<ul style="list-style-type: none"> <li>• Director Community &amp; Planning</li> <li>• Manager Tourism &amp; Community Services</li> </ul>
Medium Impact Event	<p>Estimated 101-1500 attendees.</p> <p>Events including but not limited to:</p> <ul style="list-style-type: none"> <li>• 'on water' Events (<i>ie. Rowing/Dragon Boat Regatta's</i>)</li> <li>• 'on road' Events (<i>ie. Cycling events</i>)</li> <li>• 'on land' Events (<i>ie. Longwood Beer, Wine &amp; Cider Festival</i>)</li> </ul>	Minimum 3 months	<ul style="list-style-type: none"> <li>• Director Community &amp; Planning</li> <li>• Manager Tourism &amp; Community Services</li> </ul>
	<p>Markets</p> <p>Including but not limited to:</p> <ul style="list-style-type: none"> <li>• Monthly markets</li> <li>• Community markets</li> </ul>	Minimum 3 months	<ul style="list-style-type: none"> <li>• Manager Tourism &amp; Community Services</li> <li>• Visitor Economy &amp; Events Co-ordinator</li> </ul>
Low impact Event	<p>Estimated 1-100 attendees</p> <p>Events including but not limited to:</p> <ul style="list-style-type: none"> <li>• Small community events</li> <li>• Weddings</li> <li>• Celebration in Park</li> </ul>	Minimum 1 month	<ul style="list-style-type: none"> <li>• Visitor Economy &amp; Events Co-ordinator</li> </ul>

Civic Events	Including but not limited to: <ul style="list-style-type: none"> <li>Youth events</li> <li>Official openings</li> <li>NAIDOC Week</li> </ul>	Minimum 1 - 3 months (dependant on scale of event)	<ul style="list-style-type: none"> <li>Director Community &amp; Planning</li> <li>Manager Tourism &amp; Community Services</li> </ul>
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## 9 ACCOUNTABILITY/LIABILITY

Event organisers, either as an individual or as an organisation that is a legal entity within its own right, are responsible and accountable for the operation of the event. This includes ensuring that the relevant permits and permissions are obtained before running an event and that the required level of insurance and risk management is maintained for the event.

People and organisations who organise and run events on Council land and/or buildings without having the relevant permissions or permits in place will be subject to enforcement action and possible prosecution under relevant legislation.

## 10 COMPLIANCE

Compliance with permit terms and conditions for externally produced events is the responsibility of the designated Event Organiser as outlined in the approval given by Council.

## 11 RELATED LEGISLATION AND DOCUMENTS

The following table details the relevant associated documentation that inform and guide event planning, management, and delivery.

**Table 4: Relevant Legislations and Policies**

Strathbogie Shire Council:	State Government	Federal Government
<ul style="list-style-type: none"> <li>Council Plan</li> <li>Event Management Guidelines 2021</li> <li>Arts &amp; Culture Strategy 2019 - 2023</li> <li>Sponsorship Program Guidelines 2021 - 2022</li> <li>Waste Wise Events Policy 2020</li> <li>Child Safety Policy 2021</li> <li>Community Local Law No. 2 (2020)</li> <li>Strathbogie Shire Planning Scheme</li> </ul>	<ul style="list-style-type: none"> <li>Victorian Guidelines for Planning Safe Public Events – Edition 01</li> <li>Local Government Acts 1989 &amp; 2020</li> <li>Charter of Human Rights &amp; Responsibilities Act 2006</li> <li>Food Act 1984</li> <li>Transport Integration Act 2010</li> <li>Maritime Safety Act 2010</li> <li>Planning &amp; Environment Act 1987</li> <li>Equal Opportunity Act 2010</li> </ul>	<ul style="list-style-type: none"> <li>Australia's Strategy for Protecting Crowded Places from Terrorism</li> </ul>

	<ul style="list-style-type: none"> <li>• Liquor Control Reform Act 1998</li> <li>• SEPP (Control of Music Noise from Public Premises) No. N-2 (Environment Protection Authority)</li> <li>• Building Act 1993, Building Regulations 2018</li> <li>• Dangerous Goods Act 1985 and the Dangerous Goods (Explosives) Regulations 2011</li> </ul>	
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## 12 DEFINITIONS

12.1	Council	Refers to Strathbogie Shire Council
12.2	Council Officer	Refers to the Chief Executive Officer and staff of Council appointed by the Chief Executive Officer
12.3	Event	Includes, but not limited to any organised activity or function that requires specific planning where people congregate for a unique purpose, in any permanent or temporary structure, open area or road area, that will contain a number of persons greater than that normally found in that area or location at one time. The purpose may include but is not limited to community, cultural and environmental gatherings; commercial activities; celebrations and some sporting events.
12.4	Event - Low-Impact	<ul style="list-style-type: none"> <li>• 1-100 estimated attendees</li> <li>• No caterers or food vendors</li> <li>• No temporary infrastructure</li> <li>• No amplification</li> <li>• No change to traffic conditions and parking</li> <li>• No impact to usual amenity of space</li> </ul>
12.5	Event – Medium Impact (includes one or more of the following):	<ul style="list-style-type: none"> <li>• 101-1500 estimated attendees (inclusive of staff, contractors, volunteers and artists)</li> <li>• Up to 7 caterers or food vendors</li> </ul>



- Moderate temporary infrastructure required, for example:
    - Single stage under 400mm high & under 50sqm
    - Single Public Address system
    - Less than 6 marquees
    - Less than 6 portable toilets
  - Low-mid noise impact
  - Moderate additional vehicle traffic to the event area
  - Moderate waterways closure
  - Some impact to amenity of space
  - Event has successfully been delivered in Strathbogie Shire before and has no significant changes to the Event Plan
- 12.6 Event – High Impact (includes one or more of the following):
- 1501+ estimated attendees (inclusive of staff, contractors, volunteers and artists)
  - 8+ caterers or food vendors
  - Substantial temporary infrastructure required, for example:
    - Multiple/large staging
    - Public Address Systems
    - Marquees
    - Toilets
    - Catering
  - Moderate to high noise impact
  - Substantial additional vehicle traffic to the event area
  - Substantial waterways closures
  - Substantial impact to the usual amenity of space
  - Professional Risk Assessment may be required
  - Event is new or has significant changes to the Event Plan
  - Event has fireworks or any form of pyrotechnics
- 12.7 Event Approval
- This allows for an event or market to operate on Council managed public space or waterway and outlines the conditions of this approval. It is only issued once all plans are approved and all requirements have been met.

12.8	Event Organiser	The individual or organisation responsible for producing the event. This will usually be the person/organisation listed on the event application form.
12.9	Market	An event where a group of stalls convene for the purpose of selling goods. For the purposes of this policy markets can be one-off, or they can operate on a regular basis.
12.10	Sponsorship (Cash & In-kind)	A formal, reciprocal arrangement between groups or event organisers and Council, which the benefits for both parties are documented. It can cover both cash and in-kind considerations. The arrangement is clearly understood by both parties, with clear outcomes and timelines, and the rights and responsibilities of both sides. These outcomes are deliverable and measurable and align with the goals and aspirations of Council Plan objectives.

### **13. FEEDBACK**

This policy has been developed in conjunction with a review of the Victorian Guidelines for Planning Safe Public Events – Edition 01 and consultation of best practice within local government authorities.

Council staff and community may provide feedback about this document by emailing [info@strathbogie.vic.gov.au](mailto:info@strathbogie.vic.gov.au) .