

Strathbogie Shire Council Events Policy

June 2023



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Events Policy

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Responsible Officer:	Manager Community and Culture

PART 1 POLICY

1. 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.

2. POLICY STATEMENT

The Strathbogie Shire Council facilitates several 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.

3. APPLICATION OF THIS POLICY

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 EventFunding Program or
- e) are of a scale that would have a significant impact on the host community, e.g. 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.
- f) Council run/managed events (Civic Events)

4. ACCOUNTABILITY AND RESPONSIBILITIES

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.

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. Funding and In Kind Support

Council may provide funding or in-kind support to community events through the Events funding 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, hire fees may be incurred
- Assistance with marketing and promotion via Calendar of Events and the Strathbogie Shire Social Media platforms
- Review the risk management and event management Plans

- In-kind assistance at events where the role, responsibility and relevant resourcing requirements of the Council Officer are clearly documented and approved through Councils EventFunding 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 Reconciliation, Children and Seniors. Other events produced by Council showcase and share information with the community or engage the community such as FREEZA youth events or openings of significant infrastructure projects.

4. Monitor and Regulator

Council ensures the regulation of events on Council land or Council managed land in accordance with the relevant Council standards, Laws and legislation, including waterways and road traffic management, environmental health, liquor licensing and risk management.

The table below details the involvement of Council officers in the event approval process:

Officer Approval Process

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

Event Approval Process

Application process	Types of Events	Total Processing Time	Approvals
High Impact Event	<p>Estimated 1501+ attendees</p> <p>Events including but not limited to:</p> <ul style="list-style-type: none"> • 'On water' Events (i.e. Heads of the River, Nagambie on Water Festival) • Music Festivals (i.e. Euroa Music Festival) • Significant Events (i.e. Show and Shine, NYE Fireworks) • Large 'on road' Events (i.e. Ride the Ranges, 4 Vineyards Running Festival) 	Minimum six (6) months	<p>Director Community and Planning</p> <p>Manager Community and Culture</p>
Medium Impact Event	<p>Estimated 101-1500 attendees.</p> <p>Events including but not limited to:</p> <ul style="list-style-type: none"> • 'on water' Events (i.e. Rowing/Dragon Boat Regatta's) • 'on road' Events (i.e. Cycling events) • 'on land' Events (i.e. Longwood Beer, Wine and Cider Festival) 	Minimum three (3) months	<p>Director Community and Planning</p> <p>Manager Community and Planning</p>
	<p>Markets</p> <p>Including but not limited to:</p> <ul style="list-style-type: none"> • Monthly markets • Community markets 	Minimum three (3) months	<p>Manager Community and Culture</p> <p>Visitor Economy and Events Co-ordinator</p>
Low impact Event	<p>Estimated 1-100 attendees</p> <p>Events including but not limited to:</p> <ul style="list-style-type: none"> • Small community events • Weddings • Celebration in Park 	Minimum one (1) month	Visitor Economy and Events Co-ordinator
Civic Events	<p>Including but not limited to:</p> <ul style="list-style-type: none"> • Youth events • Official openings • Reconciliation Week 	Minimum one (1) - three (3) months (dependant on scale of event)	<p>Director Community and Planning</p> <p>Manager Community and Culture</p>

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.

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.

5. 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) Support for the event organisers in 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 EventFunding Program.

The accompanying Strathbogie Shire Event Management Toolkit 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.

6. KEY CONSIDERATIONS

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

- 6.1 Event activity suitability – how well the type of activity planned fits with the proposed venue and surrounding facilities
- 6.2 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
- 6.3 Purpose - a clear explanation of why the event is being proposed
- 6.4 Audience – a clearly defined target audience
- 6.5 Demonstrated capacity – the experience of the event organiser in relation to the scale of the event
- 6.6 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
- 6.7 Timeframes – whether sufficient time has been allowed to gain input and approval from all relevant agencies
- 6.8 Local business integration - opportunities for local business integration and involvement
- 6.9 Environment and Climate Change – a commitment and sensitivity to mitigating possible adverse environmental impacts, how event planning addresses relevant climate change considerations (e.g. waste minimisation, public transport options), our local communities
- 6.10 Calendar management – managing the geographic spread of events to alleviate impact on host communities and to maximise economic benefit and minimise impacts; and
- 6.11 Alignment with Council policy – how the event organiser is ensuring compliance with relevant Council policies.
- 6.12 Respect for Taungurung culture and community as the traditional owners of the land (where applicable) that the event will take place on.

7. 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.

All event applications to be submitted through the online portal – EventManage. Council officers will assess the application and contact the event organisers for any further information required.

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

Event Application Deadlines

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

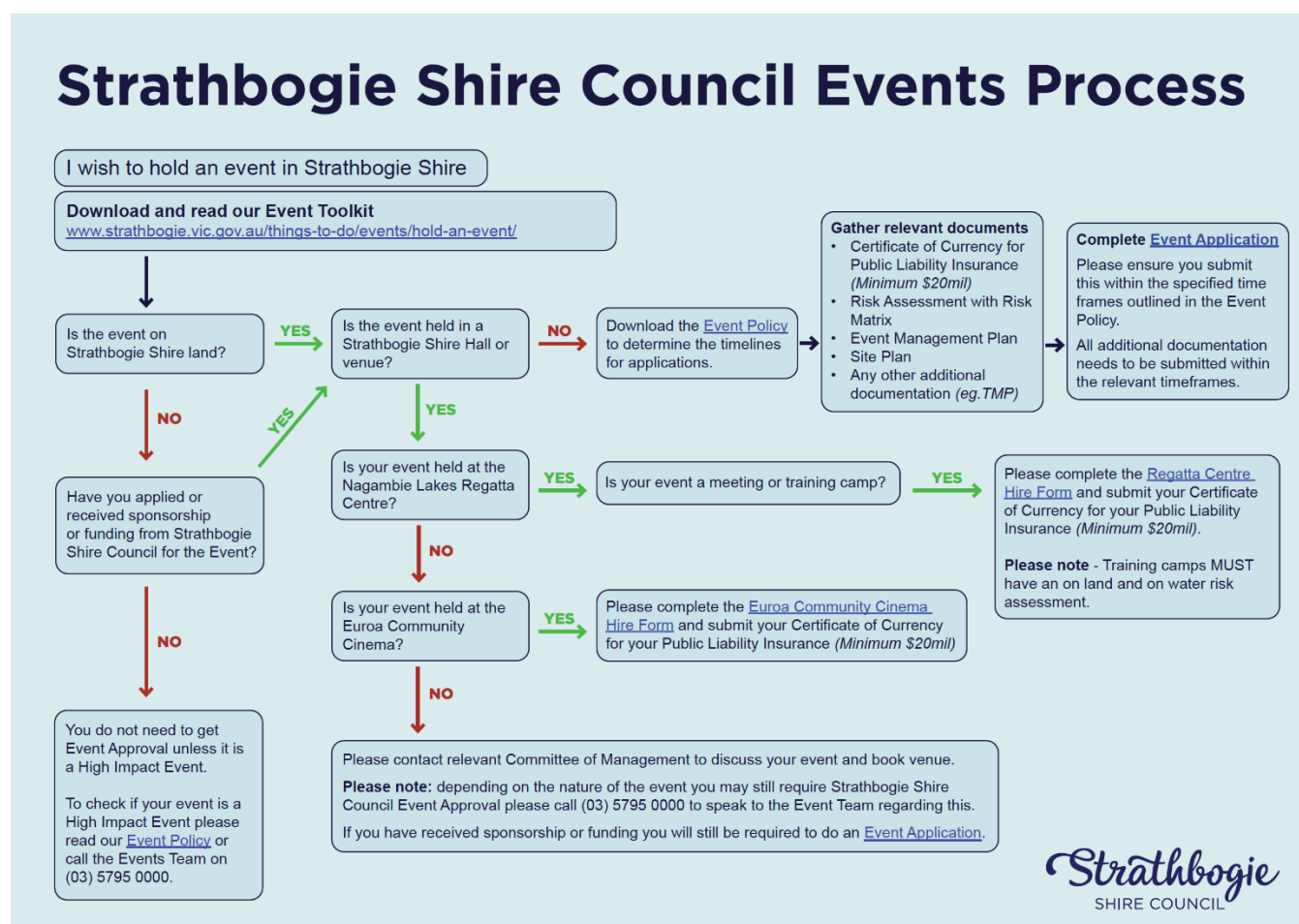
Events requiring road closures, waterways closures or a traffic management plan will require a minimum six (6) month lead-time and may be subject to approval from other departments within Council and relevant government departments.

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.

Notification to Taungurung Land and Waters Council (TLaWC)

As part of this process the Council Officers will notify Taungurung Land and Waters Council prior to the event or activity proceeding, advising them of the details of the event, giving them to opportunity to comment. This notification is a requirement of the State Government under the Taungurung Land and Waters Council Land Use Activity Agreement, authorised via the Recognition and Settlement Agreement.

8. EVENT APPLICATION FLOW CHART



9. DEFINITIONS

Term	Meaning
Council	means Strathbogie Shire Council
Council Officer	Refers to the Chief Executive Officer and staff of Council appointed by the Chief Executive Officer
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.
Event - Low-Impact	<ul style="list-style-type: none"> • 1-100 estimated attendees • No caterers or food vendors • No temporary infrastructure • No amplification

	<ul style="list-style-type: none"> No change to traffic conditions and parking No impact to usual amenity of space
Event – Medium Impact (includes one or more of the following):	<ul style="list-style-type: none"> 101-1500 estimated attendees (inclusive of staff, contractors, volunteers and artists) Up to seven (7) caterers or food vendors Moderate temporary infrastructure required, for example: <ul style="list-style-type: none"> Single stage under 400mm high and under 50sqm Single Public Address system Less than six (6) marquees Less than six (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
Event – High Impact (includes one or more of the following):	<ul style="list-style-type: none"> 1501+ estimated attendees (inclusive of staff, contractors, volunteers and artists) Eight (8) plus caterers or food vendors Substantial temporary infrastructure required, for example: <ul style="list-style-type: none"> 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
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.
Event Organiser	The individual or organisation responsible for producing the event. This will usually be the person/organisation listed on the event application form.
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.
Event Funding (Cash and 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.

10. RELATED POLICIES AND LEGISLATION

Legislation

- *Local Government Acts 1989 and 2020*
- *Charter of Human Rights and Responsibilities Act 2006*
- *Food Act 1984*
- *Transport Integration Act 2010*
- *Maritime Safety Act 2010*
- *Planning and Environment Act 1987*
- *Equal Opportunity Act 2010*
- *Liquor Control Reform Act 1998*
- *Building Act 1993*
- *Dangerous Goods Act 1985 and the Dangerous Goods (Explosives) Regulations 2011*
- *Traditional Owner Settlement Act 2010 (Vic)*
- *Building Regulations 2018*
- SEPP (Control of Music Noise from Public Premises) No. N-2 (Environment Protection Authority)
- Taungurung Land and Waters Council Land Use Activity Agreement
- Australia's Strategy for Protecting Crowded Places from Terrorism

Other Related Documents

- Council Plan 2021-2025
- Event Management Guidelines 2021
- Arts and Culture Strategy 2019 - 2023
- Relevant adopted Event Funding Guidelines
- Waste Wise Events Policy
- Child Safety Policy
- Community Local Law No. 2 (2020)
- Strathbogie Shire Planning Scheme
- Memorandum of Understanding between Strathbogie Shire Council and Taungurung Land and Waters Council

11. POLICY REVIEW

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 at any time.

Council may review this policy at any time and at least two years from the date of adoption.

Minor amendments to the policy may be authorised by the CEO at any time where such changes do not alter the substance of the policy (eg a change to the name of a related document, or a change in legislation).

12. CHARTER OF HUMAN RIGHTS AND RESPONSIBILITIES ACT 2006 AND THE EQUAL OPPORTUNITY ACT 2010

The Council acknowledges the legal responsibility to comply with the Charter of *Human Rights and Responsibilities Act 2006 and the Equal Opportunity Act 2010*. The Charter of *Human Rights and Responsibilities Act 2006* is designed to protect the fundamental rights and freedoms of citizens. The Charter gives legal protection to 20 fundamental human rights under four key values that include freedom, respect, equality and dignity.