



Council Policy

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| COUNCIL POLICY TITLE | EVENTS POLICY |
| COUNCIL POLICY REF NO: | 12.7 |
| RESPONSIBLE DEPARTMENT | ECONOMIC DEVELOPMENT & TOURISM |
| DATE OF ADOPTION/ REVIEW: | 28 MARCH 2018 |

INTRODUCTION

This policy defines Council's role in supporting, managing and evaluating events. It outlines the process for communicating about events and for determining the level of Council support. This policy is designed to support the Local Law No: 2 (General Local Law) for events by providing a framework for the operations of Council in relation to events.

Council recognises the significant economic, social and cultural benefits that events bring to the community. Many annual events deliver economic benefits and provide the opportunity to develop the area as a tourism and leisure destination on a local, national and international level.

Events can include but are not restricted to cultural, historical, artistic (music, theatre, visual) sporting, culinary and environmental events, or could include markets, festivals and shows. Events should enhance the region's profile, develop community co-operation and cohesion, build local skills or in other ways have a positive impact on the local community.

Council is committed to ensuring that events are run safely and all compliance requirements are met, whilst minimising negative impacts upon the community. Council assists with the education and skill development for event organisers, many of whom are volunteers.

OBJECTIVES/ PURPOSE

The objectives of the Events Policy are to:

- Promote and encourage events in the Colac Otway Shire which enhance the resident, participant and visitor experience.
- Set principles for determining the level of Council support for events.
- Ensure that risks are minimised and there is compliance with regulatory requirements during events.



- Provide a framework for the approval, communication and evaluation of events.

DEFINITION

“event” means any planned activity open to the public, held on Council owned or managed land or on private land, where any structure (permanent or temporary), open area, or *road*, (fenced or unfenced) will contain a number of persons greater than that normally found in that area or location at one time. This activity may affect the location surrounding the area prior to, during or after the activity, and includes:

- Sporting activities, whether conducted in an enclosed or unenclosed ground/venue (but does not include a regular, locally focussed and organised sporting competition at a venue built for that sport);
- One off or annual events such as religious meetings held in parks/sporting venues, promotional events and the like;
- Live performances and concerts; and
- Festivals.

“event organiser” means a commercial entity, community group or individual who undertakes the planning, control, management and/or implementation of an *event*.

“private land” means any land which is not *Council land* nor land occupied or under the control or management of a public body.

POLICY

a. Promote and encourage events in Colac Otway Shire which enhance resident, participant and visitor experience

Council supports a diverse and sustainable program of events spread throughout the year and across the Shire. This maximises the economic and social benefits to Colac Otway Shire businesses, community groups and the broader community.

A quality events program brings additional visitation to the Shire as well as improving the quality of life for local residents and visitors already in the region. There are significant health and social benefits resulting from events as well as the opportunity to showcase the cultural and heritage values of the region.

b. Set principles for determining the level of Council support for events

Council provides financial and in kind support for events.

Financial support: Council provides funding for community and commercial events through the annual Festival and Events Support Scheme. Funding is determined in accordance with the Festival and Events Support Scheme Guidelines, as amended from time to time and endorsed by Council.



In kind support: In kind support is provided in many forms including but not limited to:

- Event planning advice
- Marketing and communications support
- Assistance with planning an event and completing necessary permit applications
- Supply of marquees and other event related equipment.

c. Ensure that risks are minimised and there is compliance with regulatory requirements during events

The event permit requires a rigorous risk minimisation process consistent with Council's Risk Management Policy. All event permits issued by Council must have approved risk and emergency management plans. All events must show proof of current public liability insurance, and where required Health, Planning and Places of Public Entertainment permits must also be obtained.

Event organisers will be required to contact relevant agencies identified by Council to seek advice in relation to their event. Examples of such agencies may include but is not limited to; Vic Roads, Victoria Police, Ambulance Victoria, Country Fire Authority, Department of Environment and Primary Industries, Parks Victoria etc. In some cases, approval from these agencies will be required by Council to enable an event permit to be issued.

Council also co-ordinates the Municipal Emergency Management Planning Committee which provides for the formation of specialist sub Committees which undertake specific work. The MEMPC Events Sub Committee is one of three such specialist groups. The objective of the MEMPC Events Sub Committee is to enhance fire and emergency management arrangements for events in the Colac Otway Shire.

d. Provide a framework for the approval, communication and debrief of events

Approvals

Decisions regarding the approval of new events in the Shire, or significant changes to existing events, are made through consultation with the Council's "E (Events) Team."

Council applies a cross-organisational approach to the planning and approval of all events in the Shire that have impact on residents and visitors. The Economic Development & Tourism Unit (Events section) is responsible for facilitating E Team meetings with event organisers. The E Team is an interdepartmental team of Colac Otway Shire Council officers responsible for facilitating and co-ordinating the E Team goals when planning to enhance community safety and statutory compliance in relation to public events.

The purpose of the E Team is to facilitate and co-ordinate communication between Council, event organisers, event stakeholders and other agencies where appropriate, regarding event planning, development, implementation and approval of events held within the Colac Otway Shire.

Event organisers conducting events on Council owned or managed land are requested to attend pre and post event E Team meetings. The E Team also facilitates related approvals such as Health, Local Laws and Places of Public Entertainment permits.



Communication

Information about events is provided to the public using a range of forums, including but not limited to Council's website, Council's calendar of event seasonal brochure and poster production, local papers, social media and other forms of promotion.

Debrief and evaluation

The E Team conducts a formal Debrief with event organisers where required. This Debrief assesses the appropriateness of the level and type of support provided by Council, identifies any issues to be addressed for future events and provides an evaluation of the overall success of the event.

For Council supported events, organisers are also required to complete a post event evaluation form, with data such as the number of people who attended and the amount of money that the event generated. This information is collated by Council.

Council also assists event organisers to evaluate the viability and sustainability of their events.

e. Weather implications

Fire Danger Rating Days

For events planned during the Fire Danger Period event organisers will be required to provide a Council Bushfire Preparedness Plan in addition to addressing fire risk in their own Event Emergency Management Plan.

Within the Council Bushfire Preparedness Plan all events will be given the following options for the specified Fire Danger Rating Day:

- **Code Red Danger Rating Days**
 - (i) Cancel Event
 - (ii) Reschedule Event

- **Extreme, Severe, Very High, High, Low – Moderate Fire Danger Rating Days**
 - (i) Cancel Event
 - (ii) Reschedule Event
 - (iii) Modify start / finish times
 - (iv) Provide additional firefighting resources
 - (v) Restrict public entry to the site
 - (vi) Use alternative venue
 - (vii) Use contingency course
 - (viii) Apply event heat policy; or
 - (ix) Other mutually agreed strategies

All documents will then be given to the Country Fire Authority to review and provide advice to the event organiser.

IMPLEMENTATION AND REVIEW

This policy will be reviewed by Council within four (4) years of it coming into operation.



RELATED LEGISLATION (WHERE APPROPRIATE)

Victorian legislation:

- Crown Land (Reserves) Act 1978
- Local Government Act 1989
- Building Act 1993
- Food Act 1984
- Road Management Act 2004
- Planning and Environment Act 1987
- Occupational Health and Safety Act 2004
- Liquor Control Reform Act 1998
- Working with Children Act 2005
- Fundraising Act 1998

Related Policies/ Procedures/ Guidelines (where appropriate)

- Colac Otway Shire - Council Plan 2017 - 2021
- Colac Otway Shire Local Law No: 2 (General Local Law)
- Colac Otway Shire Economic development Strategy (under development)
- Festival and Events Support Scheme Guidelines
- Colac Otway Shire Event Guidelines
- Guidelines for considering the closure of the Great Ocean Road to conduct events