

Event Management Strategy

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Council File Reference	9.63.1.1
Applicable Legislation	Local Government Act 1999

1. Purpose

- 1.1. The purpose of this strategy is assist event organisers with the planning, management and expectations of running an event.
- 1.2. The strategy will provide administrative guidance to event organisers, Council Administration and relevant, appropriate event management principles for Council Facilities that are available for hire by the public.
- 1.3. The strategy will:
 - Ensure that events are well managed to achieve successful outcomes for event organisers and responsible management of Council Facilities;
 - Provide guidance for appropriate event types and levels of due diligence for Council Facilities;
 - Provide guidance for other events managed by incorporated associations and located at privately owned facilities where Council services can be requested.

2. Scope

- 2.1. The Council recognises that events contribute to a sense of community pride and have many benefits:
 - Which build community spirit, increase local interest and participation, strengthen local values and tradition and encourage volunteerism;
 - That provide opportunities for recreation, fun, entertainment, celebration and education;
 - Which enhance the local economy by attracting and keeping visitors in the region longer;
 - That build the profile of local attractions, products, history, culture and the environment;
 - Including the importance to tourism development and improving destination awareness;
 - Of economic development and growth of local businesses;
 - Which contribute to a positive image of Clare & Gilbert Valleys Council and its communities.
- 2.2. This policy covers all Council Facilities that are available for hire by the public.
- 2.3. Events are categorised and appropriate management determined accordingly.

3. Definitions	
Booking Officer	The Council officer, contractor or volunteer responsible for the booking management of a Council Facility.
Council Facility	Halls, Ovals, Recreation Parks, Open Space, Community Centres, Offices, Libraries, Galleries, Council Chamber, Committee and Meeting rooms and Road Reserves either owned, leased, licenced or under the care control and management of Council.
Hallmark Event	Target Market - Interstate experience seekers. eg. Tour Down Under, Masters Games To be responsible for Public Liability Insurance cover to \$10,000,000
Regional Event	Target market - Adelaide and state regions. eg. farmer's markets, organised sporting, motor sport events (Rally SA, Show n Shine etc), recreational, political, artistic, cultural or other activity. To be responsible for Public Liability Insurance cover to \$10,000,000
Local Event	Private, small events. eg. Birthday parties, Christmas parades, corporate hirers, street parties. To be responsible for Public Liability Insurance cover to \$10,000,000 for events with commercial stall holders or participants.
Event Organiser	The entity responsible for the event hiring
Event Participant/s	Stallholders; food, wine or entertainment providers involved in events organised by Event Organisers. Generally Event Participants will be required to take out Public Liability Insurance cover to \$10,000,000.
Event Application Form	Document required to be completed by Event Organisers with support from Council, in order to assess the nature and requirements of a proposed event.
Potential High Impact Event	Motor Sport or events that involve utilisation of Council Facilities that are not their primary purpose. Camping or Recreation Utility Vehicle Accommodation on recreation ovals. Tour Down Under High foot traffic events eg. Boot sales, markets Any event where an internal risk assessment results in moderate or high risk of damage or impact to Council Facilities.
Temporary Road Closure	The temporary restriction of vehicular access to a road. Formal Council approval (and depending on the road, South Australian Police or State Government approval) is required to endorse the need for a temporary road closure. Best practice traffic management will be required.

4.	Strategy Statement
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4.1 Roles and Responsibilities

4.1.1. Council

- To respond to requests, provide advice on Council's strategy, receive Event Application Forms, facilitate Council's approval process, process payments and support with events as required
- Council will not however, actually organise events for third parties unless expressly authorised by Council.
- With Council authorization, Council may provide support to events with financial or in-kind contributions (assist with event management, temporary road closures, waste removal, favourable negotiation of hire fees, bollards, signage etc).

4.1.2. Event Organiser

- To submit an Event Application Form within appropriate timeframes including all necessary supporting documents
- To read, understand, sign and adhere to General and Special Conditions
- To pay nominated hire fees
- To consider and record hazards and risks that may occur as a result of holding the event and implement strategies to mitigate residual risks
- To adhere to Work Health Safety (WHS) obligations
- To manage the requirements of all Event Participants
- To convey General and Special Conditions to all Event Participants
- To make good any damage resulting from the event.

4.2. Event Hierarchy and Approval

Events can be categorised into a hierarchy with more significant events (classed as Hallmark or Regional Events) to attract higher due diligence requirements than Local Events.

4.2.1. Hallmark or Regional Events will require Council approval due to:

- The potential to attract large crowds which involve high risk activities involving the consumption of alcohol, event covering a large area and moving vehicles
- The potential for significant sensitivity, controversy or opposition
- Or temporary Road Closure
- Or request for Council sponsorship (financial or in-kind)

4.2.2. Local Events can be facilitated by Council employees as these events are generally:

- Simpler in nature
- Smaller in participant and guest numbers
- With lesser WHS and operational risks

4.2.3. Commercial Events may require Development Approval
Event Application Forms received from Commercial Entities that are not considered by Council to be reasonably incidental to the approved use of the affected land, for example music concerts within a winery, may require separate Development Approval.

4.3. Event Management Principles

4.3.1. Pre-Event Management

May include but is not limited to Event Application assessment, applicable fees and written agreement of pre and post event condition, risk and WHS assessment, site walk through, irrigation plan assessment, engineering assessment for structures and preventative measures to be undertaken as appropriate.

4.3.2. During Event Management

Adhere to general and special conditions as documented in approved Event Application Form. Examples may include consideration to irrigation plans and the interaction with pegged structures, Emergency Planning, WHS requirements, correct management of Event Participants and specific monitoring of Facility condition.

4.3.3. Post-Event Management

Clean up, remediation requirements, post-event inspection

4.4. Fees

Fees contribute to the maintenance cost of Council Facilities.

Not-for-profit Event Organisers that can demonstrate community benefit resulting from their event are able to apply for a fee reduction.

The Fees and Charges Register is available on Council's website:

www.claregilbertvalleys.sa.gov.au

4.5. Application Requirements and Assessment Criteria

4.5.1. Applications for Local Events with no Potential for High Impact must be received no later than 4 weeks prior to event. Applications for Regional, Hallmark Events, High Impact Events or events with Temporary Road Closure will require lodgment no later than 4 months prior to event.

4.5.2. Approval will not be issued unless all supporting information is provided and the Event Application form is signed by the Event Organiser.

4.5.3. Where Council receives two applications for events; for the same time at the same Council Facility, preference will be granted to the Event Organiser who forwards the Event Application Form first.

4.5.4. Assessment Criteria include:

- Compliance with Event Management Policy, documentation requirements and WHS detailed in a risk assessment (or hazard identification)
- Social Benefits (Local volunteerism, attendance, participation, recreation and entertainment opportunity)
- Economic development benefits (local business and potential accommodation patronage, fundraising for not-for-profit organisations)

- Event timing (complimentary or conflicting events or existing agreements with sporting clubs and other users)
- Event impacts (financial, environmental, community (noise, nuisance, safety, alcohol, temporary road closures etc) impacts)

4.5.5. The following information provides a guide for inclusion in an Event Application

- Public Liability Insurance (\$10,000,000)
- Site Map
- Liquor Licensing (including security arrangement if required)
- Food Business Notification
- Temporary Road Closures and Traffic Management
- Amusement and other (eg. Staging) structures
- Risk Assessment (Hazard Identification for Small Events)
- Signage and promotional requirements
- Listing of all participants and provision of required information

5. Supporting Documentation

Clare & Gilbert Valleys Council – Event Application Form

6. References

Clare & Gilbert Valleys Council – Risk Management Policy

7. Review

This policy shall be reviewed by Council, in consultation with the relevant stakeholders, on a biennial basis (every two years) or more frequently if legislation or Council needs change.

8. Further Information

This policy is available for inspection via Clare & Gilbert Valleys Council website and internally via the staff intranet along with all supporting tools and templates.