

	<h1>Events Policy</h1>
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Responsible officer	Manager Engagement and Advocacy
Policy owner	Senior Events Officer

1. Purpose

To provide a framework for Council to advise and support events managed and delivered internally by external parties, including community groups, commercial entities and individuals. This policy aims to provide clarity; outlining roles and responsibilities to support event organisers in the delivery of events that are compliant with Council's requirements.

2. Scope

The policy applies to all Council and Community run events conducted on land owned/managed by Melton City Council.

Council will become involved in third party events and functions which are held on private land, if there is an impact to permit obligations (i.e. fireworks, temporary structures or other legislative requirements).

This policy is supported by the Internal and External Managed Event Procedures and the Event Management Guide.

3. Definitions

Word/Term	Definition
Event	<p>An organised one-off or infrequent occurrence to be held within the City of Melton on public land (outdoors) or public buildings (indoors), where people assemble at a given time and location for the purpose of entertainment, recreation, community, ceremonial or promotional purposes, either for free or for the payment of a fee and include but not limited to:</p> <ul style="list-style-type: none"> • Concerts and shows or other gatherings showcasing performing arts • Fundraising events • Military Commemoration • One off sporting events • Film screenings • Festivals and fairs • Exhibitions • Civic, civil and religious ceremonies

Word/Term	Definition
	<ul style="list-style-type: none"> • Historical or significant commemorative celebrations • Corporate activations or promotions • Publicised social gatherings with or without infrastructure <p>For the purpose of this Policy, an event is any planned public or social occasion that takes place wholly or partly on public land (including roads, footpaths, parks, Council venues, community facilities and sports grounds).</p>
Equipment Loan	Event equipment currently listed in the Event department's inventory list – whereby made available to internal or external parties for the purpose of their event. All event equipment loaned out is required to be returned within 24 hours of the event.
Event Approval Application	The application for all events run externally, by third party event organisers. Successful completion of the application is required for the proposed event to be granted an Event Permit.
Event Request Form	The application for all events run internally by Council officers
External Event	An event planned by any agency (i.e. community groups, commercial entities or individuals) other than Melton City Council
Council Partnered Event	An event that is planned and managed jointly by Council and a third party; and/or has received financial support (either through existing budget, funding or sponsorship) by Melton City Council.
Community Event	An event managed and delivered by a community group business or individual. This type of event may have the purpose of education, fundraising, tourism or similar with the primary aim to provide economic or social benefits to the local community.
Commercial Event	An event managed and delivered by a private entity that aims to generate a financial profit for the event organiser.
Private event	An event that is either ticketed, or targeted to a selected audience or is attended by invitation only.
Private Party	An informal gathering of personal acquaintances for informal occasions such as birthdays, anniversaries etc.
Program	A recurrent activity that is operationally focused and delivered in an ongoing manner to a defined audience
Project	A short term enterprise that is delivered over a defined period of time for a specific audience,
Public event	Any event that is open to the general public with no entry fee.
Launch/Official Opening	The opening/commencement of a new building, service or program.
Event permit	<p>An official document providing authorisation/approval to hold an event including but not limited to:</p> <ul style="list-style-type: none"> • Planning permit / place of public entertainment (POPE) • Permit or temporary food premises permit

4. Policy

4.1 Role of Events

Melton City Council recognises the important role events play in the development of vibrant sustainable communities.

Evidence shows that events can generate significant social, cultural and economic benefits to the community. Well managed local events offer a range of benefits including:

- Improve social cohesion, community spirit and pride.
- Build community involvement, interest and participation
- Increased health and well being
- Providing advocacy and education opportunities in an informal setting
- Support local economic development
- Contributing to a positive image of the municipality
- Foster and strengthen civic pride and encouraging community connections.
- Encourage and support a diverse community by promoting access and inclusion for all

Therefore, Council invests in their own events and encourages third parties to do same, ensuring that community events are safe, inclusive and cause no harm to the municipalities assets (both natural and built) at all times.

4.2 The Role of Council

Via Council's event unit and other internal departments, Council performs a range of functions and services related to event management;

4.2.1 Support

General – provide advice and information to organisers of Melton City Council events at the planning stage to assist with delivering best practice planning and management.

Promotion – promote Council and community events through various mediums.

4.2.2 Delivery

Approval and Compliance

Co-ordination and facilitation of event approval process to ensure legislative compliance.

Event Management

Council will conceive, fund, plan and deliver a variety of events within the Melton municipality including reoccurring and one-off events.

Grants and Event Equipment Loans

Promote and encourage community event organisers to apply for appropriate event related Grants and Sponsorship opportunities. Council will provide event specific equipment loans to Council and Community Event organisers who meet the eligibility criteria. Provision of equipment is subject to availability.

Sponsorship

Attraction of financial and in-kind sponsorship as appropriate for sponsorship of significant events/activities that benefit the broader community.

4.3 Event Management Principles

Council will maintain excellent standards of planning and delivery by best practice event management via the following principles.

4.3.1 Planning

- Establish clear objectives for the event, outline who the event is for, detail how the event will be implemented and how the event will be evaluated.
- Take account of the municipality's calendar of events when deciding when and where to hold the event.
- Identify any planning restrictions that apply to using the event venue, such as those articulated on Council website.
- Develop (where appropriate) a sustainability plan for the event that identifies how the event will continue in the future, and identify ways to improve the financial viability of the event.

4.3.2 Engagement and Communication

- Engage with Council early when planning the event so as to identify issues and opportunities.
- Identify (during early planning) who the event could affect in the community and engage with them to minimise disruption, particularly around traffic, parking and noise.
- Keep neighbourhoods who will be affected by the event informed of the overall event programme in their area (and consider the overall impact of holding multiple events in the same location).
- Communicate and market the events calendar through effective communication channels to reach mainstream and minority sectors of the population.

4.3.3 Accessibility

- Consider how all people (of differing abilities, disabilities, ages, ethnicities or religions) may access the event.
- Consider different ways of communicating with the community about the event, such as using plain language or pictures for those who cannot read etc.
- Identify how people with disabilities or limited mobility will travel to the event and provide adequate accessibility parking or drop-off for them.
- Consider how to make it easier for people with a disability to move around the event (if it is large).
- Consider the cost of the event, relative to what the target market for the event can afford to pay.

4.3.4 Safety

- Ensure the event complies with relevant health and safety legislation by planning and putting in place appropriate health and safety measures and risk management measures.
- The Victorian Police should be notified of all public events organised by Council, individuals, business or community organisers.
- Ensure that an event safety plan and a suitable and sufficient risk assessment has been drawn up, suitable control measures are in place and

the risk assessment has been signed off by a responsible person (i.e. third party risk assessor, certified Safety Officer etc.).

- Plan for the safety of people attending the event, including people travelling to and from the venue, and their security at the event.
- Provide for the responsible use of alcohol to minimise alcohol-related harm during and after the event.
- Anyone directly involved in the delivery or management of the event will be provided with pre-event training or briefings which clarifies roles, responsibilities and procedures. Event staff are to be fully briefed on health and safety implications and plans. It is advisable that all staff and volunteers are provided with a written position description that clearly outlines their role and responsibility and to whom they are to report to.
- Ensure that any accidents or near misses are recorded and reported to the appropriate authorities.

4.3.5 Environmental sustainability and impact

- Plan how to manage waste from the event, including using waste minimisation and zero waste practices (such as using renewable and recyclable products where possible).
- Identify how to best minimise the effects of noise from the event on those living near the event.
- Minimise the impact the event has on ecologically sensitive environments, flora and fauna.

4.3.6 Community Health

- Provide healthy eating options (where food is available at the event) in line with Council's Healthy Food and Drink Policy.
- Promote and support sun-smart measures (if the event is held outside).

5. Limitations and Restrictions and Cancellations

5.1 Melton City Council takes social responsibility seriously. Events which feature tobacco, gaming or alcohol will be considered for Council support in line with relevant Council bylaws and policies. Exercising sole discretion, Council may choose not to provide material support to events which are deemed to compromise Council or community standards in which no further correspondence will be entered. For the purpose of this section, social responsibility extends to, but is not limited to, racism, sexism or other discriminatory practice, animal welfare or environmental hazards.

5.2 Council may cancel or direct the modification of events at any stage in its development including, but not limited to:

- Extreme weather
- Identified high risks
- Site safety or conditions

In these instances, Council will endeavour to work with the event organisers to arrange a suitable and compliant contingency option.

6. Responsibility/Accountability

6.1 Senior Events Officer

The Senior Events Officer is the policy owner and is responsible for updating and amending this policy and related policy procedures.

6.2 Event Organisers

All event organisers are responsible for ensuring they notify Council and relevant departments of their intention to host an event.

6.3 All Officers that advise and have a regulatory/compliance role in the delivery of events within the City of Melton.

6.3.1 Events Team (Engagement and Advocacy)

- Able to provide specialist advice in event development (concept stage), event planning, advice on event delivery and evaluation options
- Responsible for maintaining Council's event calendar.
- Responsible for issuing Event Permits and approving all Council and Community run events

6.3.2 Communications Team (Engagement and Advocacy)

- Responsible for ensuring the correct use of Council logos for any Council supported events
- Responsible for developing the Mayor's speech for any formalities at which he/she is to speak.

6.3.3 Design & Traffic (Engineering Services)

- Responsible for approving Traffic Management Plans for events in the municipality. They will advise on requirements and permissions for road closures **and considerations for event parking.**

6.3.4 Building Services (Compliance)

- Able to assess if a proposed event site is suitable for an event (based on anticipated crowd, traffic, safety and other measures)> Responsible for issuing Places of Public Entertainment (POPE) permits for Temporary Structure permits. A minimum of eight weeks is required for the assessment and approval of these permits. Permit fees apply.

6.3.5 Environmental Health (Compliance)

- Responsible for issuing temporary food premises permits. Application forms for permits must be received at least one month prior to the event. Permit fees apply. Environmental Health can advise if caterers are registered under the Food Act and carry out random inspections of events to ensure compliance with Food Safe Practices.

6.3.6 Local Laws (Compliance)

- Responsible for ensuring compliance with Local Laws in conduct and activities in Council buildings, on reserves and roads.

6.3.7 Planning Enforcement (Compliance)

- Responsible for determining and enforcing the location of road side event signage.

6.3.8 Statutory Planning (Planning)

- Responsible for issuing town planning permits for commercial and ongoing (annual) events. Event organisers must consider that the permit may take up to one year to be approved if any objections are received (objections must go through VCAT hearing). Permit fees apply.

6.3.9 Recreation (Recreation and Youth)

- Responsible for taking bookings and advising which recreation reserves and sporting facilities may be used as event sites.

6.3.10 Venues (Community Planning)

Responsible for taking bookings for Council venues available for private functions. Community or commercial use.

7. References and links to legislation and other documents

Name	Location
Council and Wellbeing Plan 2017-2021	Policy Intranet
<i>Building Act</i> 1993	www.legislation.vic.gov.au
Melton City Council General Local Law (2015)	www.melton.vic.gov.au
Reconciliation Policy	Policy Intranet
APRA License Information	www.apra.com.au
Liquor Licensing	www.vcglr.vic.gov.au
Raffles (Gambling Licence or Permit)	www.vcglr.vic.gov.au
Alcohol Risk Management Policy	Policy Intranet