

	Event Management Policy	
	Version Adoption by Council: 19 June 2017 Resolution Number: 2017/165 Current Version: V 1.0	
	Administered by: General Manager, Governance and Communications	Last Review Date: June 2017 Next Review Date: May 2020
TRIM CON: 12/570	Strategic Outcome: 5.2: Informed and engaged community, stakeholders and staff.	

1. Objective

The purpose of this Policy is to assist event organisers with the planning, management and expectations of running their event on Local Government Land.

This Policy will provide administrative guidance and event management principles to event organisers and Council Officers.

This Policy will:

- Ensure that events are well managed to achieve successful outcomes for event organisers;
- Provide guidance on appropriate event types and levels of due diligence on Local Government Land; and
- Provide guidance on when a Fee should be applied to an event booking and the grounds and process for withholding bonds or part bonds, if required.

2. Scope

The Council recognises that events contribute to a sense of place and community pride and have many benefits:

- Which build community spirit, increase local interest and participation, strengthen local values and tradition and encourage volunteerism;
- Provide opportunities for recreation, fun, entertainment, celebration and education;
- Enhance the local economy by attracting and keeping visitors in the region longer;
- That build on and profile local attractions, products, history, culture and the environment;
- Including increased tourism development and destination awareness;
- Of economic development and growth of local businesses;

- Contribute to a positive image of the Adelaide Plains Council and its communities; and
- Develop and promote initiatives that enhance the identity of individual communities and district as a whole.

This policy covers all Local Government Land that is available for hire by the public. Events are categorised and appropriate management determined accordingly.

The policy will be implemented and utilised across all directorates, committees and booking officers of Council, for application on all Local Government Land.

Please note: Some Local Government Land e.g. halls, ovals, community centres are leased and or licensed by third parties therefore prior to the event, written approval of any event application needs to be sought from the relevant third party.

3. Definitions

Booking Officer	The Council officer, contractor or volunteer responsible for the booking of Local Government Land.
Bond	An amount payable by the event organiser to the Council before the event to mitigate the financial burden of damage to a Council owned and operated sites as a result of the event. The bond is refundable if the event organiser can meet all the requirements of the pre and post event site inspection by a Council officer.
Local Government Land	Land owned by a Council or under Council's care, control and management. For example, open space areas, libraries, galleries, Council chambers, meeting rooms and road reserves.
Hallmark Event	Target Market - Interstate experience seekers. E.g. Tour Down Under
Regional Event	Target market - Adelaide and state regions. E.g. farmer's markets, organised sporting, motor sport events (Whoa to go etc), recreational, political, artistic, cultural or other activity.
Local Event	Private, small events, Christmas parades, corporate hirers, street parties.
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.
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.
Fee	An amount payable to the Council for the use of Council facilities as per Council Fees & Charges Register annually adopted by the Council.

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Potential High Impact Event	An event that involves utilisation of Council owned and operated site that are not their primary purpose. Any event where an internal risk assessment results in moderate or high risk of damage or impact to Council owned and operated site.
Special Event Permit	Individuals who facilitate a small event on Council land/ site e.g. personal trainers, book clubs, fundraising bodies, parents groups using our owned and operated sites.
Stall Holders Permit	To be completed when selling goods at small and large events by stall holders, food and beverages.
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. Policy Statement

Council is committed to encouraging the community to coordinate and hold events within the Adelaide Plains Council district to encourage visitors to the area and build positive relationships between the community and Council. To assist with this process Council has endorsed this policy and provided event organisers with guidance and templates in order to meet all the event management requirements.

5. Specific Provisions/ Responsibilities

5.1 Roles and Responsibilities

5.1.1 Council

- To respond to requests, provide advice on Council's policy, receive Event Application Forms, facilitate Council's approval process, process payments and assist with event support as required; and
- Council will not however, actually organise events for third parties unless expressly authorised by Council or the Chief Executive Officer and fees may apply.

5.1.2 Event Organiser

- To submit an Event Application Form within appropriate timeframes with all necessary supporting documents;
- To read, understand, sign and adhere to General and Special Conditions;
- To pay nominated fees (where required);

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- 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) legislative requirements;
- To manage the requirements on all Event Participants including stall holder exhibitor permits, food notification form, liquor licensing, Safework SA registration, dry zone requirements, road closures and compliance for Amusement Structures;
- Traffic Management Plans;
- To convey General and Special Conditions to all Event Participants; and
- To make good any damage resulting from an event.

5.2 Event Hierarchy and Approval

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

5.2.1 **Hallmark or Regional Events** will require Council approval due to the:

- Potential to attract large crowds which involve high risk activities such as the interaction between consumption of alcohol, event covering a large area and moving vehicles;
- Potential for significant sensitivity, controversy or opposition;
- Temporary Road Closure;
- Request for Council sponsorship (financial or in-kind); and
- Community consultation.

Event organisers are required to complete the Event Application Form and **Event Management and Inspection Checklist** for these events. E.g. Whoa to Go, Tour down under, Refer to Doc No:

In addition, event organisers are required to complete stall holder exhibitor permits for third parties who are selling items at the event e.g. products, food and beverages.

If selling food and beverages event organisers are required to complete **Temporary Event – Food Notification Form** and if alcohol is present an appropriate liquor license is required to be provided.

5.2.2 **Local Events** medium in size will require Council Officer approval as these events are generally:

- Simpler in nature;
- Smaller in participant and guest numbers; and
- Lower WHS and operational risks.

Event organisers are required to complete an **Event Application Form** e.g. Christmas Parades, bike trails, farmers markets etc.

In addition, event organisers are required to complete stall holder exhibitor permits for third parties who are selling items at the event e.g. products, food and beverages.

If selling food and beverages event organisers are required to complete **Temporary Event – Food Notification Form** and if alcohol is being sold an appropriate liquor license is required to be provided.

5.2.3 **Local Events** by individuals and or small groups will require Council Officer approval as follows:

- Completion of a **Facility and Community Land Use Permit** for individuals holding small low risk events e.g. Fitness sessions on Council Land, birthday parties where amusement structures are provided such as jumpy castles, book events, horse trails. Refer to Doc No:

5.2.4 **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 significant music concerts or regular shopping activities, may require separate Development Approval.

5.3 Event Management Procedures and Guidelines

5.3.1 Pre-Event Management

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

Please note: It is essential that event organisers provide a copy of their public liability insurance (min \$20,000,000) certificate prior to event approval. Council is unable to cover third parties in terms of insurance.

5.3.2 During Event Management

Adhere to general and special conditions as documented in the approved Event Application Form. Examples may include consideration of irrigation plans and the interaction with pegged structures, emergency planning, traffic management planning, WHS requirements and correct management of event participants and specific monitoring of Local Government Land condition.

5.3.3 Post-Event Management

Clean up, remediation requirements, post-event inspection, debrief (as required).

5.4 Fees

5.4.1 Hire fees contribute to the maintenance cost of Local Government Land.

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

5.4.3 The Fees and Charges Schedule is available on Council's website: www.apc.sa.gov.au.

5.4.5 Post-event inspection and Fee Refunds

Fee refunds will be issued once Council is satisfied that the Local Government Land has been vacated and returned in its original condition. For most events, a fee will be returned within 14 days. Potential High Impact Events will require a longer timeframe due to heightened post-event inspection requirements and will generally be returned within 30 days.

5.5 Application Requirements and Assessment Criteria

5.5.1 Applications for local events with no potential for high impact must be received no later than 3 weeks prior to the event.

5.5.2 Applications for Regional, High Impact Events or events with Temporary Road Closure will require lodgement no later than 3 months prior to event.

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

5.5.4 The Customer Service Team will facilitate the approval process that is depicted in the Event Management Procedure and as per Customer Service Charter.

5.5.5 Where Council receives two (2) applications for events; for the same time and location of Local Government Land, preference will be granted

to the Event Organiser who forwards the Event Application Form first pending any requirements of current lease agreements with third parties.

5.5.6 Assessment Criteria include:

- Compliance with Event Management Policy, procedures, documentation requirements e.g. event emergency management plan 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); and
- Event impacts (financial, environmental, community (noise, nuisance, safety, alcohol, temporary road closures etc).

5.5.7 The following information provides a guide for inclusion in an Event Application:

- Public Liability Insurance (\$20,000,000);
- Event Emergency Management Plan and Site Map;
- Traffic Management Plan;
- Liquor Licensing (including security arrangement if required);
- Temporary Event - Food Notification Form;
- Temporary Road Closures and Traffic Management;
- Amusement and other (e.g. Staging) structures;
- Risk Assessment (Hazard Identification for Small Events);
- Signage and promotional requirements;
- Listing of all participants and provision of required information;
- Stall Holders Permit;
- Waste Management; and
- Emergency Management requirements.

6. Supporting Documentation

Event Application Form (including a risk assessment template)

Event Management and Inspection Checklist

Event Participant Application Form

Application for Fee Reduction Form

Special Event Permit

Community Land and Facility Use Permit

Stall Holders Permit

Event Emergency Management Plan template

Temporary Event – Food Notification Form

Public Consultation Policy

7. Related Documents

Code of Conduct for Council Members

Code of Conduct for Council Employees

Customer Service Charter

Internal Review of Council Decisions Policy

Internal Review of Council Decisions Procedure

Public Consultation Policy

Risk Management Framework

Risk Management Policy

Risk Register

Section 221 Permits

Road Closure Permits/ Application Form

Event Management Procedure

Event Management Flow Chart

Customer Complaints Handling Policy

Request for Service

8. Records Management

All documents relating to this Policy will be registered in Council's Record Management System and remain confidential where identified.

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9. Document Review

This Policy will be reviewed periodically to ensure legislative compliance and that it continues to meet the requirements of Council, its activities and programs.

10. Further Information

Members of the public may inspect this Policy free of charge on Council's website at info@apc.sa.gov.au or at Council's Principal Office at:

2a Wasleys Rd, Mallala SA 5502

On payment of a fee, a copy of this policy may be obtained.

Any queries in relation to this Policy must be in writing and directed to the General Manager Governance and Communications.