

Events Policy

Version: 5.0

Date updated: 17 October 2017

Responsible Department: Active Communities

1. Purpose

This Policy provides direction for the delivery of Council events and the provision of support to community, local and regional events.

2. Definitions

Council	means Casey City Council, being a body corporate constituted as a municipal Council under the Local Government Act 1989
Councillors	means the individuals holding the office of a member of Casey City Council
Council Officer	means the Chief Executive Officer and staff of Council appointed by the Chief Executive Officer
Event	means a gathering of people, which is free or ticketed, at a predetermined location, for a specific purpose, for a specified time, which occurs in either open space or within a purpose-built building. Examples include, but are not limited to: festivals, shows, markets, carnivals, live outdoor entertainment, business conferences and exhibitions
Council Run Event	means an event that forms part of an annual events program run by Council and is predominately for the Casey community, however can include events that also cater for a greater level of outside (non-resident) visitors
Community Event	means an event run by a community organisation for the Casey community. These events are generally run by volunteers
Regional Event	means an event held within the City of Casey that attracts a greater level of outside (non-resident) visitors and the Casey community. These are generally large-scale events

Council policy documents change from time to time and it is recommended that you consult the electronic reference copy at www.casey.vic.gov.au/policiesstrategies to ensure that you have the current version. Alternatively you may contact Customer Service on 9705 5200.

Impact on Community

Examples include, but are not limited to: pyrotechnics and fireworks, traffic and car park congestion, road events, temporary structures, amplified noise, large gatherings of people, lengthy event set up and pack down, and airborne activities.

3. Scope

This Policy applies to commercial and community group event organisers who stage events within the City of Casey for the enjoyment of the community. Council recognises the need for safe and successful events, and seeks to work collaboratively with groups and organisations to develop and provide a range of events for Casey residents.

Council will not become involved in events held on Crown land, Education Department land and private land, unless there is an impact on the community or where Council is the event organiser.

4. Context

Council has a vision to 'create Australia's Most Liveable City'. Council events are held throughout the municipality and the whole community is encouraged to attend and enjoy these activities. Council recognises that events and festivals can play a key role in building strong communities through:

- Providing opportunities for cultural enrichment, leisure, arts and sport
- Enhancing Casey's sense of place through enriching community identity and making Casey a place where people feel comfortable and interact
- Promoting economic vitality for host communities and building the profile of the area
- Fostering partnerships, co-operation and communications within the community
- Promoting social and cultural diversity
- Creating volunteer participation and skill development opportunities
- Enhancing civic pride
- Creating a safe environment for children and families
- Providing the community, including children, with an opportunity to be engaged and empowered to provide feedback into the design of an event where appropriate.

5. Policy

Council seeks to manage and support a diverse range of events that create opportunities for the community, visitors and businesses to connect and celebrate; improve liveability, social relationships and community pride.

Using the best market intelligence, Council will foster relationships with key decision makers and cultivate the city's own creativity. Council endeavours to confirm that appropriate venues and facilities are available and accessible across the city to host events. Where practicable Council will seek to minimise the impact of these events on local residents and encourage those involved to work together.

A strategic and transparent approach to events will assist Council to:

- maximise opportunities for local community organisations and businesses
- attract regional events to the city against strong competition
- strategically procure events at minimal net cost to Council
- balance the value of our commercial events to enable support of community events
- maximise return on investment
- deliver added value to the city's infrastructure
- spread risk across many events, so that success won't depend on one event alone, *and most importantly*
- ensure that the events provided deliver Council's vision.

5.1 Strategic Objectives

The future planning, development and management of events will be guided by the following strategic objectives:

- **Community benefit and cultural experience**
 - Use events to encourage the community to engage, include and connect with each other through participating in enjoyable experiences that increase their sense of belonging
 - Encourage events that build the capacity of the community, fosters local talent and recognises artistic and cultural strengths within the municipality
 - Endeavour to provide local access to a diverse range of traditional and contemporary events, across the municipality, throughout the year
 - Maintain and build on the mix of art, cultural, sporting and entertainment events that celebrate local heritage whilst responding to growth and rapid change across the City
- **Community safety and capacity building**
 - Raise community awareness of, and compliance with, all Council and other authorities' legislative requirements for delivering community events
 - Plan and deliver a program of event planning training that responds to identified needs of local event organisers. Training provides organisers with the relevant skills to deliver a range of quality community events that are safe and sustainable
- **Visitation and economic impact**
 - Use events to showcase and promote Casey as a destination, providing economic growth for and through increased visitation
 - Ensure events activate the city and seek to support and grow local businesses and industries
 - Seek to partner with leading organisations that can deliver social, economic or environmental benefits to the community.

5.2 The Role of Council

Council's role in events is defined in three ways and outlines the support and delivery in each.

5.3.1 Delivery of Council Run Events

Council plan and deliver an annual program of events for the Casey community.

Council is committed to providing a diverse and balanced program of events that meets the community's needs and covers all genres, such as culture, sport, technology, entertainment and business. These events will be geographically spread across the city, where infrastructure and resources support this. Events will also be strategically timed throughout the year to maximise their effectiveness.

All events, new and existing, will be assessed against the strategic objectives (detailed in 5.1) to make sure they deliver Council's priorities, have broad appeal and deliver value for money.

Occasionally, an event opportunity may arise which is exceptional and predominantly meets Council's strategic objectives. A flexible approach to the annual program of events will enable Council to act quickly and take advantage of such opportunities, whilst retaining a balance with ongoing commitments.

5.3.2 Approval and Support of Community Run Events

Council will provide support, advice and information to community groups and individuals that organise events within the City of Casey for residents.

The delivery of well-managed, safe, accessible, creative and innovative events that are responsive to community needs is important and Council will support the community to achieve this through provision of advice, and the facilitation of training and development opportunities.

Council will administer an event approval process (detailed in Section 5.6) and work collaboratively to confirm events meet the legislative requirements of Council and other authorities.

Marketing support may be provided, where applicable, to community groups to assist them in the promotion of their events to the broader community. This may include (but not be limited to) Council's website, community newsletters, digital event sign, and social media channels.

5.3.3 Event Attraction

Council will be proactive and strategically plan to attract events that have significant social, cultural or commercial/economic benefits for the community. Where possible, Council will work collaboratively with key partners to attract such events and be acknowledged as the venue of choice for event organisers. Once secured Council will work with event organisers to assist with the approval and compliance, co-ordination and facilitation of these events to ensure they meet the legislative requirements of Council and other authorities.

Council may also look to produce its own regional events where there is the potential to create substantial economic, social and cultural benefits to Casey. These events may be ticketed or have user pays systems in place for activities such as workshops and amusements.

5.4 Partnership Events

Council may select to support, plan and/or host events in partnership with the community or commercial event organisers. Prior to Council committing resources, the event would be assessed against the strategic objectives

(detailed in 5.1) to guarantee there is the potential to create substantial economic, social and cultural benefits. Clear contractual arrangements detailing responsibilities and liabilities will be established prior to Council being involved.

5.5 External Funding

Where appropriate, Council will seek external funding, sponsorship and partnership arrangements to support the long-term sustainability of Council's annual events program, and to develop new and innovative events.

Council will explore and consider all opportunities to ensure activities add value to the community and are mutually beneficial to all parties involved.

5.6 Event Approval Process

All events conducted throughout the municipality are strongly encouraged to operate in accordance with best practice management principles.

To make certain that events conducted in Casey are safe, well run, held in suitable locations and do not unduly impact on residents, businesses or the environment, Council may require event organisers to complete an Event Approval Application.

These events must meet all Council's obligations and legislative requirements, which once satisfied, will result in Council issuing formal approval.

To receive Event Approval, all event organisers are required to have in place a site map, risk management plan and appropriate public liability insurance coverage for the event. Other documentation, such as an operations plan, waste management plan and traffic management plan may also be required. Council will advise the event organiser of the degree of detail required within the documentation which is dependent on the size and complexity of the event.

Events must comply with all relevant regulations and legislative requirements including, but are not limited to:

- traffic management
- building permits
- planning permits
- liquor licenses
- food permits.

Council will provide supporting documentation and information to event organisers to meet these requirements.

An Event Approval Application form is required for any event:

- taking place on Council owned or Council managed land and facilities
- that has an impact on the broader community and/or the environment
- has received grants or sponsorship from the Council.

Events held on land or in facilities other than those owned or managed by Council such as private, federal or state-owned land do not require event approval. However, the event organisers must confirm that the event adheres

to other permits, approvals or permissions required from Council and/or other authorities e.g. building occupancy, planning permits and liquor licensing.

Should Council have concerns with the event management capability of the organisers or feel that it does not reflect Council's objectives and/or community needs, Council reserves the right to refuse event approval or market the event.

5.7 Legislation and Compliance

Council is committed to ensuring that events are run safely and all compliance requirements are met, whilst minimising negative impacts upon the community.

The event approval process will require event applicants to demonstrate compliance with legislative requirements such as those outlined in:

- Planning and Environment Act (1987)
- Liquor Control Reform Act (1998)
- Road Management Act (2004)
- Transport Act (1983)
- Building Act 1993, Building Regulations (2006)
- Food Act (1984)
- Casey Community Local Law (2/2010)
- Casey Planning Scheme.

5.7.1 Child Safe Standards

The City of Casey has zero tolerance for child abuse and is committed to creating and maintaining a child safe organisation where protecting children and preventing and responding to child abuse is embedded in the everyday thinking and practice of all Councillors, employees, contractors and volunteers.

Council is committed to creating a culture of child safety where children feel safe and are safe. Council recognises that protecting children and preventing and responding to child abuse is an organisation wide responsibility.

5.8 Permit Fees and Charges

Council has set fees and charges for event related permits. These fees and charges are reviewed annually as part of Council's annual budget process.

6. Administrative Updates

It is recognised that, from time to time, circumstances may change leading to the need for minor administrative changes to this document. Where an update does not materially alter this document, such a change may be made administratively. Examples include a change to the name of a Council department, a change to the name of a Federal or State Government department, and a minor update to legislation which does not have a material impact. However, any change or update which materially alters this document must be by resolution of Council.

7. Review

The next review of this document is scheduled for completion by 30 June 2021.