

# Events Policy

<b>Approval Body:</b>	ELT
<b>Endorsement Date:</b>	20 April 2021
<b>Council Plan Reference:</b>	Strategic Objective 5: Create a resilient, active and connected community
<b>Current Version</b>	1.2 <i>Council policy documents change from time to time and it is recommended that you consult the electronic reference copy on Casey Council's Website to ensure that you have the current version. Alternatively, you may contact Customer Service on 9705 5200.</i>
<b>Compulsory Review Cycle:</b>	4 years
<b>Review Date:</b>	20 April 2025 <i>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.</i> <i>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 ELT.</i>
<b>Responsible Department:</b>	Active Communities
<b>Relevant Legislation:</b>	NA
<b>Relevant Council Documents:</b>	NA
<b>Breaches:</b>	NA
<b>ECM ID:</b>	15258017

## 1. Purpose and Intent

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

Council’s Long-Term Community Vision 2031 defines the community aspiration for the future of the city is to ‘become a more connected, bold and resilient community’. 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
- Demonstrating sustainability practices and sharing information on reducing our environmental impact

## 2. 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.

## 3. Definitions

Key term	Definition
<b>Council</b>	means Casey City Council, being a body corporate constituted as a municipal Council under the Local Government Act 1989
<b>Councillors</b>	means the individuals holding the office of a member of Casey City Council
<b>Council officer</b>	means the Chief Executive Officer and staff of Council appointed by the Chief Executive Officer.
<b>Event</b>	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.
<b>Council Run Event</b>	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.
<b>Community Event</b>	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.
<b>Regional Event</b>	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.
<b>Impact on Community</b>	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.

## 4. 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.

### 4.1. 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







## 7. Relevant Forms

NA

## 8. Document History

Date approved	Change Type	Version	Next Review Date
13 June 2023	Administrative Update – Governance – new template	1.2	20 April 2025
20 April 2021	Administrative Update – new template and replace Community Vision	1.1	20 April 2025
17 October 2017	Document Initiation	1.0	17 October 2021

### Contact the City of Casey:

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