COUNCIL POLICY

TITLE:	EVENTS POLICY
ID NUMBER:	CPO-CEO-CED-002 DocSetID: 1766024
DEPARTMENT:	Chief Executive Officer
UNIT:	Economic Development, Media Communications Unit
RESPONSIBLE OFFICER:	Economic Development and Communications Coordinator

ADOPTED DATE AND BY WHOM:	November 2021
EXPIRY DATE:	Not Applicable
REVIEW DATE:	November 2025 *This policy will be reviewed every four years or as required by any legislative or council changes.*

AVAILABILITY:	Organisation wide	Yes ☒	No ☐
	Public	Yes ☒	No ☐
	Internet	Yes ☒	No ☐
ADVISE AVAILABILITY:	Media Release	Yes ☒	No ☐
	Sou Wester (Responsible Officer to prepare article)		
		Yes ☒	No ☐

(This document is uncontrolled when printed)

1. **References** (if applicable)

- Glenelg Shire Council Plan 2021-2025
- Glenelg Shire Health and Wellbeing Plan 2021-2025
- Glenelg Tourism Strategy 2019-2026
- Glenelg Events Strategy 2019-2026
- Draft Glenelg Shire Arts & Cultural Strategy 2021-2025
- Glenelg Event Management Guidelines
- Glenelg Shire Council, Records Management Policy OPO-CORPS-RECM-001

2. **Purpose**

Glenelg Shire is home to an exciting array of events celebrating the unique character and history of our communities and the wonderful people who live in them. These events make an immeasurable contribution to the social fabric of the Shire, as well as supporting our local economy by stimulating economic activity and attracting visitors to the region.

Each year, Council delivers and supports a number of festivals and events across the Shire. In addition to events that are run by Council, there are many events held on Council owned or managed land that are organised and delivered by community. The level of planning needed for individual events can differ greatly; this policy, together with the Glenelg Event Management Guidelines, will assist in providing clear guidance to event organisers to ensure their events are successful, sustainable and safe.

This policy identifies different types of events and their associated risk levels and establishes the approval process to run events on Council owned or managed land. The policy also outlines Council's requirements of event organisers seeking approval to use Council land to stage an event and helps event organisers to effectively plan and manage their event.

3. **Scope**

This policy applies to event organisers who are planning or running events that will be staged on Council owned or managed land, including but not limited to Council officers, incorporated associations, businesses, community groups and individuals.

While outside the scope of this policy, events on private land must be run in accordance with the Glenelg Planning Scheme and comply with relevant workplace safety, traffic management, building and emergency management regulations. Event organisers are strongly encouraged to contact Council's Events Team to discuss potential regulatory and compliance requirements for events proposed to be held on private land.

4. Council Policy

4.1 Definition of an Event

An event is a gathering of people brought together for a common purpose by some prearrangement. Public events come in many sizes, types, and levels of complexity.[1]

There are three main types of events in Glenelg Shire:

- Council Run Events – events organised and delivered by Glenelg Shire Council. This may include large-scale festivals, live performances, public exhibitions, civic ceremonies and functions, parades and community celebrations, wherever they are staged.

- Council Supported and Authorised Events – events that receive financial or in-kind support from Council or which are held on Council owned or managed land.

- Private Events – events in places that are not owned or managed by Council.

4.2 Council's Role

The Glenelg Shire Council Plan establishes the strategic direction for Council as we work to create economic stimulus, job growth and improve the liveability of towns across the Shire. The plan highlights the importance of the Shire's tourism industry to our local economy and identifies the need to promote iconic events throughout the Shire to grow tourist visitations. In addition to these economic benefits, the plan acknowledges the positive influence of events on community pride, social cohesion and wellbeing. Importantly, the plan recognises Council's role in promoting community, arts and cultural events to help build connections, foster opportunities for greater participation in community life and improve health and wellbeing outcomes for residents of the Shire.

The Glenelg Events Strategy 2019 – 2026 establishes five focus areas to guide Council in its work to support the delivery of events in Glenelg Shire:

- Community Culture and Connectedness;
- Economy and Investment;
- Tourism and Marketing;
- Growth and Identity; and
- Safe and Sustainable.

These focus areas highlight important considerations for event delivery in Glenelg Shire, better align events to Council's strategic objectives and help inform Council's investment in festivals and events.

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[1] State of Victoria (Victoria Police), *Victorian Guidelines for Planning Safe Public Events, 2018, p3.*

From organiser to host, funder or partner, Council's role in the staging of successful local events will vary depending on the type of event being run. Even when events are organised by external bodies, Council may still have a role to play in delivering the event in its capacity as the land manager, regulatory authority or sponsor.

4.3   Council Support for Events

4.3.1   Financial Support

The Community Grants Program Policy allows non–profit organisations or 'grass roots' volunteer-based community groups who wish to run an event, to apply for Community Grant funding to help promote and stage the event. A Community Event Grant supports the development of new and existing community events that promote vibrant and cohesive communities by bringing people together for common goals, celebration and expression. Community based organisations are encouraged to develop and deliver events that showcase local talent, provide public entertainment, foster community participation, connectedness and diversity.

Funding assistance for events may also be available from the 'Arts, Culture and Heritage' grants category, which provides funding for projects that support a diverse and culturally rich Glenelg Shire through community-driven projects and initiatives that increase our arts profile, creativity and participation.

Two rounds of grant funding are provided through the Community Grants Program each financial year.

Iconic event funding is allocated to three recognised iconic tourism events in the Shire as elected by Council: the Australian Kelpie Muster in Casterton; the Upwelling Festival in Portland; and the Heywood Wood Wine and Roses Festival. All iconic events are to be planned in accordance with the Glenelg Tourism Strategy 2019 – 2026 with funding reviewed annually.

4.3.2   In-kind Support

Council may provide in-kind support to events that are not-for-profit and which are broadly accessible to the community.

Through the Community Grants Program, applicants may seek assistance with costs associated with the hire of nominated Council owned facilities, waste disposal or Council statutory fees (e.g., permit fees).

In addition to the Community Grants Program, Council support for events may include the provision of information and assistance, community-based event management training sessions, or the provision of Council labour and equipment.

The provision of in-kind support is at Council's discretion and subject to the availability of appropriate resources.

4.4   Events in Glenelg Shire

Council is committed to ensuring that events held in Glenelg Shire are successful, safe and well planned, with appropriate arrangements established to identify and manage potential impacts and risks.

All events should encourage, support and promote inclusiveness and access for all community members and, wherever possible, provide accessible facilities throughout the event site.

Council will encourage event organisers to minimise their impact on the environment by ensuring best practice in event delivery and monitoring public spaces for negative impacts and overuse.

Event organisers have an obligation to ensure that all aspects of the event are compliant with relevant regulations and approvals and that potential risks are identified and managed. For events held on Council owned or managed land, Glenelg Shire Council requires event organisers to provide event induction training for all employees, contractors and volunteers who will be working at the event. This training must be provided prior to the event and include education about safe work practices, accident, injury, emergency and risk management procedures prior to the commencement of the event.

4.4.1   Events Applications

Events held on Council owned or managed land will range from small functions requiring minimal Council involvement to large scale iconic events requiring complex management and approvals from multiple areas of Council. All event organisers wanting to run an event on Council owned or managed land are required to submit an online Event Application form for an initial assessment by Council's Events Team.

4.4.2   Event Application Assessment Process

The assessment process will consider a wide range of factors to determine when particular processes are – or are not – required, with reference to associated risk levels. For community run events, the application process will also identify when higher levels of facilitation and oversight are required by Council and when communication with external stakeholders (e.g., Victoria Police, VicRoads, Ambulance Vic.) is required.

Using the table below as a guide, Event Applications will be assessed and categorised to reflect the level of risk likely to be associated with the proposed event.

Event Category	Typical Event Characteristics
Category A (Low risk)	- Usually less than 100 people - No (or minimal) infrastructure - No road closures - No (or minimal) activities or entertainment planned - No event plan required
Category B (Medium risk)	- Usually more than 100 people - May include: – Significant infrastructure – Road closures – Food and beverage trading – Amusement rides – Staging or live entertainment – Sale of merchandise – Ticketed events - Event plan required - Risk and emergency management plan required - Additional approvals and permits may be required
Category C (High risk)	- Does not comply with Council policies - Council deems activities to be unsafe or inappropriate - Insufficient lead time

The minimum time needed for Council to determine an Event Application is as follows:

- If the event will require road closures, includes fireworks or will require a temporary change to a local law, applications must be lodged at least six months prior to the proposed event.

- For all other events, an Event Application should be lodged with Council three months prior to the proposed event.

Event organisers who are unable to comply with timelines will need to contact Council's Events Team to discuss their application in person.

4.4.3   Approval Process for Events held on Council Owned or Managed Land

Category A Events

Where Council is agreeable to the staging of a Category A event, a letter of in principle agreement and schedule of conditions will be forwarded to the applicant. The schedule will outline the specific conditions under which the proposed event may proceed. The

applicant may then apply for a permit to use the Council owned or managed land and any other related permits required, as outlined in the schedule of conditions to stage the event subject to the conditions being met. Permit applications must be lodged in accordance with the relevant permit guidelines.

Category B Events

Where Council is agreeable to the staging of a Category B event, a letter of in principle agreement and schedule of conditions will be forwarded to the applicant. The schedule will outline the specific conditions under which the proposed event may proceed and identify any additional information that is required by Council to ensure the event will be well managed and safe. This may include information about event logistics, a risk assessment, site plans, traffic management plans, any additional permits required, site impact assessments, emergency management plans and evidence of supporting documentation.

To assist in the preparation of this information, applicants will be referred to the Glenelg Event Management Guidelines which provides user-friendly guidelines to event organisers to help plan successful and safe events. The manual clearly defines and details the requirements of event organisers; includes helpful information on how to undertake tasks; and provides templates that can be used to fulfil event management obligations.

Once the applicant has fulfilled the requirements detailed in their schedule of conditions to Council's satisfaction, the applicant may then apply for a permit to use the Council owned or managed land and any other related permits required, as outlined in the schedule of conditions to stage the event subject to the conditions being met. Permit applications must be lodged in accordance with the relevant permit guidelines.

Category C Events

Where an event is assessed and determined to be a Category C event, approval will not be given to be held on Council owned or managed land. This includes events that pose a high risk to Council with activities that are unsafe, offensive or inappropriate events that do not comply with Council policy. Event applications where there is insufficient lead time to the event may also be refused under this category.

4.4.4   Post Event Reviews for Events held on Council Owned or Managed Land

All event organisers who hold a Category B event on Council owned or managed land, including Council officers, will be required to complete a post event review as outlined in the Glenelg Event Guidelines. This review will provide important information for future event organisation and risk management, as well as providing key information for economic impact analysis.

The post event review is in addition to any reporting that may be required if event funding has been received through Council's Community Grants Program.

4.4.5   Policy Compliance for Events held on Council Owned or Managed Land

Failure to comply with this policy, the application process, application timeframes, the schedule of conditions or the omission of any necessary documentation or permits, will result in event organisers being required to attend a meeting to discuss their event application with Council's Events Team. If issues of noncompliance cannot be resolved to the satisfaction of Council, approval for the proposed event and/or future occurrences of the proposed event, may be denied.

4   Records Management

All Council records created and managed as a result of implementing this policy will be managed in accordance with the Council's Records Management Policy.

The Records Management Policy assigns responsibilities for records management to employees, supervisors, volunteers and other specific positions.

No Council records are to be destroyed without consideration of the requirements of the Act(s) that govern the functions relevant to this policy. Prior to destruction, advice must be sought from the Information and Data Unit, with consideration to the requirements of the appropriate Retention and Disposal Authority (RDA).