

# EVENT PLANNING

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.

[eventplanner.business.vic.gov.au](http://eventplanner.business.vic.gov.au)

A guided planning tool to help anyone organise an event or festival in Victoria.



As the event organiser, you have an obligation to ensure that all aspects of your event are compliant with relevant regulations and approvals, and that potential risks are identified and appropriately managed.

Events held on Council owned or manager land will required an event application and may require a range of Council permits. Because the scale and complexity of these events will range from small functions to large scale iconic events, event organisers wishing to run an event on Council owned or managed land are required to submit an online **Event Application** for initial assessment by Council's Tourism and Events Team.

This assessment will consider a range of risk-based factors to determine the level of planning an event requires.

The following table (Figure 1) outlines some typical event characteristics that will help to inform Council's assessment of the risks associated with an event and the level of planning the event will require.

Event applications must be submitted online via Council's website. Once this is received the applicant will receive an email with pre-approval of your event and a list of what to do next including all permit applications and other required documents. From this point on, you will liaise with Council's Events Officer only to finalise your event application and receive the permits to proceed with your event.

When you submit your event application your event will be categorised as follows.

EVENT CATEGORY		
Category A (Low risk)	Category B (Medium risk)	Category C (High risk)
TYPICAL EVENT CHARACTERISTICS		
Usually less than 100 people	Usually more than 100 people	Does not comply with Council policies or legislative requirements
No road closures	May include: <ul style="list-style-type: none"> <li>- significant infrastructure</li> <li>- road closures</li> <li>- food and beverage trading</li> <li>- amusement rides</li> <li>- staging or live entertainment</li> <li>- sale of merchandise</li> <li>- ticketed events</li> </ul>	
No (or minimal) activities or entertainment planned	<b>Event Plan required</b>	Council deems activities to be unsafe, inappropriate or misaligned to legislative requirements
<b>No Event Plan required</b>	<b>Risk and Emergency Management Plan required</b>	Insufficient lead time
	<b>Additional approvals and permits may be required</b>	

If the event requires 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 this timeline should contact Council’s Tourism and Events Team to discuss their application in person.

**Figure 1: Event Category Table**

# YOUR EVENT PLAN

An Event Plan is a detailed document that includes key information about your event. Event Plans are an essential planning tool that should be kept up to date with new information to provide a single reference source for all aspects of your event.

The following outlines important information on sections that should be standard inclusions in your Event Plan.

These sections include:

- Event Management
- Event Name
- Event Purpose
- Event Description
- Event Location
- Event Date and Time
- Entry Fee
- Expected number of patrons





## Event Details

This section should provide a brief overview of your event and include the following:

### Event Name

A catchy name and effective branding can create event loyalty and make event marketing easier.

Make sure you check that there are no trading / copyright issues with the name you have chosen and that it is culturally appropriate for your target group.

### Event Description

You will need to include a brief description of the event in this section of your Event Plan. This should include the activities, performances, entertainment, and attractions you have planned and who the target audience is.

### Event Management

Your Event Plan should provide details of the event organiser including contact information for the event manager (this should be the key event organiser, who is responsible for the overall management of the event and will be the key contact for Council).

### Event Purpose

It is important to document the event purpose or objectives as part of your Event Plan – this will help to focus on why you are running the event and help keep organisers on track during planning.

For example, if budget restrictions mean you have to choose between two different activities, refer back to your purpose for running the event and choose which activity will contribute the most to achieving the purpose.

Documenting the purpose will also assist when it comes to the evaluation process by providing a reference point - did your event achieved what it set out to do.

*To download event planning templates head to our Event Organisers Help Page*

*[www.glenelg.vic.gov.au/Discover-Our-Shire/Events/Event-Organisers-Help-Page](http://www.glenelg.vic.gov.au/Discover-Our-Shire/Events/Event-Organisers-Help-Page)*

## Event Location

Include the name of the location and the street address of where you intend to hold your event in the Event Details section of your Event Plan.

There are many considerations in choosing the right location for your event.

The following list provides some examples of things to think about when choosing the location where you will run your event:

- Who manages the space(s) you want to use?
- Is there a cost to use the space?
- Who usually uses the space you want to use?
- Are existing facilities and amenities able to meet needs of proposed number of patrons?
- Are there neighbours that it may impact?
- Is there adequate off-road parking?
- Site access:
  - Pedestrian – how will people move through the site?
  - Vehicle access – set-up and pack-down; emergency vehicle access.
- Potential for damage (this is especially important on sportsground surfaces e.g., protecting wickets, turf damage).
- Is the location one and all accessible?

*There are other items that should be included in your Event Plan dependent on the size and scale of your event. The rest of this document will help you understand what else to consider and potentially include in your Event Plan and also what other key documents need to accompany your Event Plan.*



If you are hiring an indoor venue, it is likely there are restrictions already in place around use. Things to consider include:

- venue capacity
- noise levels
- catering restrictions
- cleaning arrangements
- permitted hours of use
- potential for damage (e.g., floor surfaces).

If you are planning to use a Council venue including recreation reserve, bookings are made through Council Customer Service. If you are unsure of how to make a booking, have queries in relation to the Risk Management Plan or need to schedule your emergency management induction, please contact Customer Service for further information.

## Event Date and Times

The following information is required in an Event Plan:

- start time for bump-in
- start time event
- end time event
- end time bump-out.

## Entry Fee (if applicable)

If applicable, include the fee that will be charged for people to attend this event. If you are charging an entry fee you may require a Place Of Public Entertainment (POPE) permit. Refer to the section on POPE's in this guide for more information.

Is the event ticketed? If so, will there be presales? Remember that any money received from presales should be held in trust in case the event is cancelled, and you need to issue refunds.

## Expected Number of Patrons

Include an estimate of how many people you expect to attend the event. If your event is expecting over 5000 attendees, you may require a POPE permit. Refer to the section on POPE's in this guide for more information.

## Event Insurance

Event organisers must obtain appropriate insurance to protect event staff, volunteers, contractors', and the public.

Event organisers are encouraged to contact their insurance provider to discuss the types of insurance you may require for your event and ensure that all activities you plan to run are covered within your insurance agreement. Including those being undertaken by contractors e.g. amusements.

When an event is held on Council owned or managed land, event organisers must ensure they have a minimum \$20 million public liability "Event Insurance" policy for the actual event, underwritten by an insurance broker/company authorised to conduct insurance business in Australia. This is in addition to your regular public liability insurance policy that covers the normal activities of the organisation.

A Certificate of Currency for the actual event must be provided with your Event Plan that includes the name of the insured; the limit of the indemnity for any single claim (not less than \$20 million); and the location of coverage.

The policy must be current for the date(s) of the event – and include bump in and bump out – and the business activity shown on the Certificate of Currency must be appropriate for the activities and service being provided at the event.

If your existing public liability insurance covers events hosted by the organisation, group, or business the full policy documentation that specifies that clause must be provided.

All providers and contractors engaged for your event need to have appropriate public liability insurance to ensure that you are financially protected and there is protection against loss should an incident occur.

Providers of goods should hold appropriate product insurance in addition to public liability. Event organisers should obtain copies of Certificates of Currency from all providers and contractors (e.g., performers, stall holders, hire companies).

It is your responsibility as the event organiser to sight and collect copies of insurance certificates of anyone you are engaging for your event.



## Event Budget

Planning a successful event includes developing a budget. Often the level of expenditure for the event is reliant on the income so it is essential to continually monitor your budget.

Consider the major areas of expenditure and identify the costs that are non-negotiable – this will help you determine how much there is to spend on flexible items such as marketing, entertainment. Make sure you plan for the unexpected. As a rough rule of thumb, a budget contingency of 10–15% should be allowed to cover unforeseen costs.



### Your event budget may include

- Event expenditure
- Event income
- Staffing / contractors
- Ticket sales / entrance fees
- Administration
- Sponsorship
- Site / venue hire
- Grants
- Equipment hire
- Donations
- Power
- Site fees (from vendors)
- Performers / artist fees
- Merchandise sales
- Waste management
- Production / AV
- Catering
- Event branding and promotions
- Security
- First aid
- Communications.

After the event, update the budget to reflect actual expenditure and income – if you are planning to run your event annually, this will become an excellent reference point for effective budget planning.

A budget is generally a submission requirement when applying for funding. Having one ready to go will assist in the application process for many different types of funding opportunities.

Council's Community Grants Program 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 their event.

If you plan to apply for a community grant for your event, it is a requirement to speak to the Events Officer prior to submitting your application. To request a call to talk about funding via Council Community Grants program please email [events@glenelg.vic.gov.au](mailto:events@glenelg.vic.gov.au). For further information, visit:

<https://www.glenelg.vic.gov.au/Our-Community/Grants>

# Promoting Your Event

## Marketing Plan

Being clear about the purpose of your event and who the target audience is, will assist when developing your marketing plan. It will help to define the messages you want to promote and work out the most appropriate way to reach and engage your audience.

Your marketing plan should provide an overview of the marketing strategy you have in place for your event. This should include details of:

- printed material and details of distribution
- email marketing
- social media plan
- event website
- paid or sponsored advertising
- media releases
- competitions and promotions
- a marketing timeline.

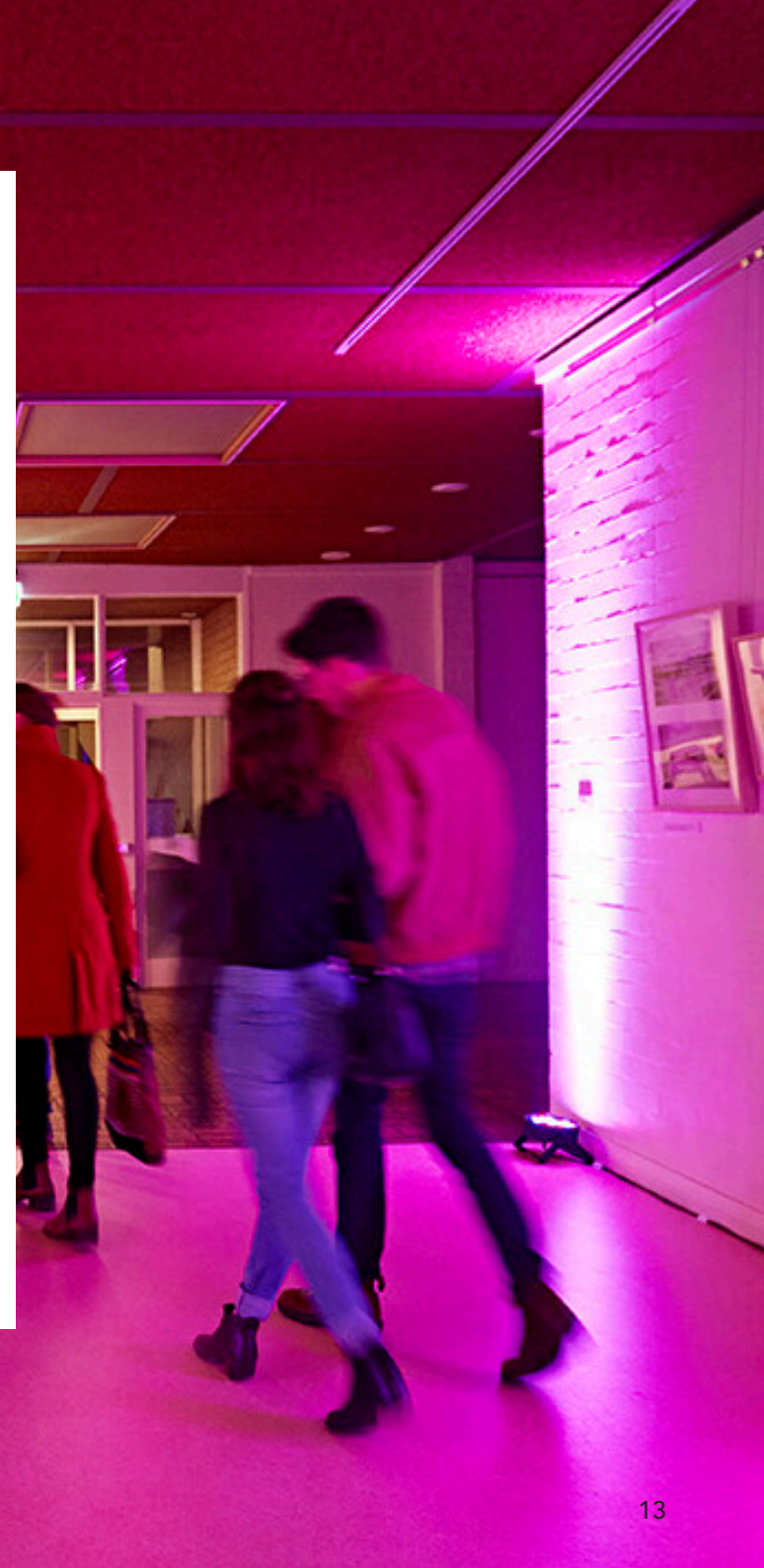
## Sponsorship

If you are seeking sponsors for your event, develop a sponsorship proposal that clearly articulates the support you are seeking and what the sponsor will receive in return (return on investment). Sponsorship may be a financial contribution or an in-kind contribution.

Event organisers are advised that requests for financial or in-kind support from Council will be referred to Council's Community Grants Program, which is governed by Council's *Community Grants Program Policy*.

Council requires all external sponsors for events on Council owned or managed land to be appropriate and free from conflict of interest. If any conflict of interests exists, the event organiser is responsible for completing a conflict of interest declaration to be reviewed by Council Officers. If your event is on Council owned or managed land, please provide details of your event sponsors in this section of your Event Plan.

To market your event on the Council Events Calendar head to our website <https://www.glenelg.vic.gov.au/Calendar-of-Events>





## Event Impact

Event organisers must demonstrate that the event will not adversely impact Council owned or managed land, or neighbouring properties.

Organisers should outline specific measures that will be taken to ensure the site is well prepared and looked after.



## Access to the Site

As a first step, when choosing your event site, there are several issues to need to consider that are related to access and parking, including:

- competing demands on the location due to other activities that maybe occurring within or nearby that may require parking, (i.e. weekend sport)
- completion of emergency management induction if hiring a Council managed building
- access for large vehicles accessing the site for bump-in and bump-out
- site access for emergency vehicles
- ability to provide accessible parking
- amount of parking available onsite for event patrons
- pedestrian access to the site
- availability and proximity of public transport.

## Neighbouring Properties

It's important that event organisers take into consideration the surrounding environment and the impact the event may have on the residents and businesses in neighbouring streets, or other groups operating near the event site.

Event organisers may be required to conduct a notification of event letter delivered to surrounding residents and/or businesses that may be impacted by the event advising them of the event and providing detail of any impacts they may experience – for example noise, traffic, parking, etc. This must be done at least two weeks prior to the event to give community members sufficient warning of potential disturbances. A copy of the letter may be required as part of your event application.

## Noise

Noise levels at events are subject to the nuisance provisions of the *Public Health and Wellbeing Act 2008*, and excessive noise after certain times may be subject to restrictions. Noise is also subject to the requirements of the *Environment Protection Act 1970*. Council's Environmental Health Team will be able to advise you about noise requirements for events. In some instances, an Outdoor music noise and event permit may be needed from EPA Victoria. Information about noise permits can be found at:

<https://www.epa.vic.gov.au/for-community/environmental-information/noise/music-noise/outdoor-venue-noise-permits>

Measures such as crowd control, location of loudspeakers, programming and timing of events can also improve noise control.

## Notification to Emergency Services

Organisers are responsible for notifying emergency services of their event. It is important to notify services to ensure they are ready for and can minimise any impact your event may have to their services and the community. Large events may require the allocation of additional emergency services resources, the development of alternative arrangements when an event will impede access to local roads or properties, or a dedicated presence at the event. Local emergency services are also a useful source of information for event planning.

Contacts for all relevant emergency services can be obtained by contacting Council's Tourism and Events Unit.

## Parks and Reserves

If you are planning an event within Council's parks and reserves you must protect all park facilities from damage and avoid inappropriate use including completing an environmental impact assessment for Category B events. Pre and post event inspections with Council staff may be required to ensure the event site is set-up appropriately and left in good condition. Should any site damage occur, the event organiser will be responsible for all costs associated with repairs and restoration.

Council officers are available to discuss site specific issues as required. General considerations for areas within parks and reserves, that must be addressed, are listed below:

**Vehicle access onsite** – vehicle access onto the site must be discussed with Council as part of the event planning process to ensure no damage caused to the surface of the park or reserve from use of vehicles on site and that heavy vehicle access during set-up and pack-down does not cause damage to footpaths, crossovers, or subterranean irrigation systems. An assets protection permit may be required if there is a possibility your event infrastructure of vehicle access will cause damage to Council assets (footpaths, crossovers).

**Pegging infrastructure** – the use of pegs to secure infrastructure must be discussed with Council as part of event planning process to ensure no damage is caused to underground irrigation or drainage systems. Dial before you Dig is the responsibility of the event organiser or contractor erecting the infrastructure. A map of underground services is available for some public spaces within the shire. Please request this if you plan to peg any infrastructure. These services are Council services and do not replace the need for a dial before you dig.

**Grass** – ensure vehicles, machinery and equipment does not cause depressions, rutting or indentations and that infrastructure does not burn grass during hot weather.

**Sports turf / wickets** – measures may need to be taken to protect the surface.

This may include barriers to protect certain areas of the ground or covering surfaces, such as wickets. Please note some activities, such as equine activity or heavy amusement rides, may not be deemed suitable for some sports surfaces or ovals due to the substantial damage it may cause to the turf and subterranean irrigation systems.

**Trees** – must not be used as an anchor point for any infrastructure and no equipment (including electrical leads) or signage should hang from branches.

**Garden beds** – ensure adequate and defined pathways can cater to the number of event patrons so people do not damage garden beds or vegetation by walking across these areas.

**Fencing** – must not be used as an anchor point for any infrastructure.

**Wildlife** – ensure that all litter is completely removed from the site at the end of the event, especially food scraps.

**Water** – ensure children will be supervised in these areas, ensure clear sightlines, and make sure no permanent warning signs are removed or covered during your event.