

Events Policy	Document No:	SCS – 022
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Responsible Officer:	Co-ordinator Events	
Authorising Officer:	Chief Executive Officer	

1. Introduction

The Surf Coast Shire hosts hundreds of events each year, ranging from internationally recognised sports events such as the Rip Curl Pro and Cadel Evans Great Ocean Road Race, to mass participation offerings, community-based activities and local markets.

Council is a keen supporter of these events and recognises the important role they play in community and civic life. Depending on the nature and scale of the event, they have the potential to deliver significant economic, environmental, social and cultural benefits to the region.

Council has an important role to play in leveraging these benefits, while managing the impacts of events on their host communities. With increasing demand from organisers wishing to host events within the region, particularly the coastal townships, there is a need for a clear framework for assessing event applications and ensuring events are planned and delivered to the highest standard.

All events will be subject to an annual assessment process against the key principles outlined in this policy.

2. Purpose

The purpose of this policy is to define Surf Coast Shire Council’s role in supporting, partnering, facilitating and delivering events held within the region.

It includes an overview of the Event Grants Program, and provides a framework for assessing event applications in the context of an increasingly busy annual calendar of events.

3. Scope

This policy applies to all events held within the Surf Coast Shire that:

- are held on Council-owned or managed land and/or roads;
- require approval or authorisation by Council or its partner agencies (Great Ocean Road Coast Committee, Parks Victoria, DELWP or Regional Roads Victoria);
- require a planning or occupancy permit;
- are funded by Council through the Event Grants Program; or
- are of a scale that would have a significant impact on the host community, eg through changes in traffic volume, road closures or noise levels. This includes events on private land.

The policy does not apply to ongoing sporting fixtures on sports grounds or activities taking place within an established venue such as a pub, winery or theatre unless they are of a scale that will impact the community beyond the venue as outlined above.

4. Definition

For the purpose of this policy, an event is defined as any planned activity where any permanent or temporary structure, open area or road area, will contain a number of persons greater than that normally found in that area or location at one time.

5. Council's role in Events

Council aims to achieve the largest net benefit for residents and ratepayers from its involvement in events across the Shire. It will achieve this by:

- Providing a streamlined process for managing event-related enquiries
- Managing an effective event application process
- Providing advice and support to event organisers, particularly where the event is not well established, or is run on a voluntary basis for community benefit
- Monitoring and evaluating the success of events
- Co-ordinating Community Impact Advisory Committee (multi-agency) meetings to facilitate communication between event organisers, land managers and key emergency service agencies
- Assisting event organisers in developing and delivering community engagement plans, particularly for events involving road closures and other changed traffic conditions
- Identifying and assisting event organisers in developing local business integration opportunities
- Leveraging events to promote Surf Coast Shire's values and brand
- Leveraging events to increase visitor yield (length of stay and expenditure)
- Co-ordinating post-event debriefs for events involving significant impact on host communities, particularly those requiring changed traffic conditions
- Funding events through the Event Grants Program

The *Surf Coast Shire Events Guide* outlines all expectations on event organisers in relation to the planning, approval, delivery and reporting on the event.

In addition, all event organisers must adhere to Council's policies and guidelines relating to events, including the Plastic Wise Policy and Child Safe Policy.

6. Event application process

Event organisers wishing to conduct an event on land owned and/or controlled by Surf Coast Shire Council or Great Ocean Road Coast Committee (GORCC) must submit an online event application using Council and GORCC's shared portal.

The application should be submitted no less than six months prior to the event date. A Council officer will contact the applicant within one week of receiving the application, to discuss the proposal and assess the suitability of the event based on the principles outlined below.

The processing time will vary depending on the complexity of the application and size of the event.

7. Road Closures

Events requiring road closures or a traffic management plan require a longer lead-time and may be subject to approval from a Council Traffic Engineer. Council officers may consult with other agencies, including Victoria Police and Regional Roads Victoria, in considering applications and applying conditions for on-road events.

Any event requiring a road closure must commence discussions with Council at least twelve months prior to the event being held.

8. Key Principles

When assessing an event application, Council officers apply the following principles:

- 8.1 Event activity suitability – how well the type of activity planned fits with the proposed venue and surrounding facilities
- 8.2 Event location suitability – factors such as the size of the event and alignment (or otherwise) with other events held in the location and surrounding areas will be considered
- 8.3 Purpose - a clear explanation of why the event is being proposed
- 8.4 Audience – a clearly defined target audience
- 8.5 Demonstrated capacity – the experience of the event organiser in relation to the scale of the event
- 8.6 Timeframes – whether sufficient time has been allowed to gain approval from all relevant agencies
- 8.7 Local business integration - opportunities for local business integration and involvement
- 8.8 Environment – a commitment and sensitivity to the environment, our local communities and the level of host community tolerance for events
- 8.9 Calendar management – managing the geographic spread of events to alleviate impact on host communities, and encouraging major events to be held in the off-peak period, to maximise economic benefit and minimise impacts

9. Approval

Once all necessary applications and documentation have been approved, the event organiser will be issued with an event authorisation.

10. Event Grants Program

Council delivers an annual Event Grants Program, available to organisers of not-for-profit and commercial events held within the Surf Coast Shire.

The program offers three different streams:

- Community Events – may be held at any time of year; maximum grant \$5,000
- Major Events – must be held in the off-peak period; maximum grant \$10,000
- Signature Events – must be held in the off-peak period; funding level based on business case assessment by Council Officers and budget considerations

For further information, refer to Council's *Event Grants Program Guidelines*.

11. References

Related policies/procedures/guidelines	External Documents
<ul style="list-style-type: none"> • Surf Coast Shire Council Plan 2017-2021 • Surf Coast Shire Events Guide • Event Grants Program Guidelines • Online Event Application • Surf Coast Shire Plastic Wise Policy for Festivals and Events • Bells Beach Event Policy • Management Policy and Procedure: Code Red & Extreme Fire Danger Preparedness 	<ul style="list-style-type: none"> • Community Impact Advisory Committee (CIAC) – Terms of Reference • Great Ocean Road Closure Guidelines • Great Ocean Road Coast Committee (GORCC) Events Policy • Building Act 1993 and the Building Regulations 1993 • Safe & Healthy Crowded Places Handbook (2018) • Energy Safe Victoria • Public Transport Victoria

COUNCIL POLICY



<ul style="list-style-type: none">• <i>Bushfire Readiness Plan</i>• <i>Child Safe Policy</i>• <i>Accessible and Inclusive Strategic Plan 2014-24</i>	<ul style="list-style-type: none">• <i>StrEATrader requirements</i>• <i>Sports Medicine Australia Heat Policy</i>
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