▶ EVENTS POLICY

Hepburn SHIRE COUNCIL

POLICY NUMBER: 31 (C)

NAME OF POLICY: EVENTS POLICY

DATE OF NEXT REVIEW: September 2019

DATE APPROVED: 15 September 2015

RESPONSIBLE OFFICER: Events Coordinator

REFERENCES: *Local Law No 2 – Community Amenity and Municipal Places*

Local Government Act 1989, Part 1A (sections 3c,3d,3e)

Council Plan 2013-2017

Events Strategy (DOC/14/22467)

Best Value Principles

Hepburn Shire Council has the responsibility to provide its ratepayers with best value, with all services provided by Council meeting the expectations in terms of quality and cost. In providing this, all services need to be accessible, responsive to the needs of the community, considerate of the natural environment and subject to continuous improvement.

To achieve the best over life outcome for Council's expenditures, which meets quality and service expectations, there will be periodic review of services against best on offer in both the public and private sectors.

All Council staff members are responsible for supporting best value principles in their normal day to day actions to ensure services are recognised by the community as delivering best value.

▶ EVENTS POLICY

INTRODUCTION

This policy defines Council's role in managing, supporting and evaluating events. It outlines the process for communicating with events and for determining the level of Council support.

Hepburn Shire Council is committed to encouraging and supporting festivals and events. It recognises both the economic and community benefit that events bring to creating a vibrant community and a lively, dynamic Shire.

Council will give preference to community based events, which have the ability to drive visitation to the Shire and provide other tourism and economic development benefits to the region. Council prefers to support events which promote local products, businesses, groups and communities.

Council has a role as a supporter, partner, funder, provider and promoter of events.

The events policy is required to provide certainty and consistency when dealing with events support.

SCOPE

For the purpose of this policy an event is defined as:

An organised gathering of people on public or private land which impacts upon Hepburn Shire Council infrastructure, assets or the general public.

This includes Community and Commercial events, as well as Civic events run by Hepburn Shire Council. This policy excludes private events.

POLICY

1. Principles

Promote and encourage events in the Hepburn Shire which enhance resident, participant and visitor experience.

Council supports a diverse program of events spread throughout the year and across the Shire. These events strongly contribute to the local economy of the Hepburn Shire. A quality events program brings additional visitation to the Shire as well as improving the quality of life for local residents and visitors already in the

region. There are significant health and social benefits resulting from events as well as the opportunity to showcase the cultural and heritage values of the region.

Council will work to endorse, promote and champion major events. We will do this through actively assisting with a partnership approach in dealings with all levels of Government, community or others.

An annual events calendar is produced each year in the form of a brochure and a Calendar of Events is also available on Councils website, promoting events right across the Shire.

2. Funding

Council provides financial and operational support for events.

Hepburn Shire recognises both the significant costs involved in establishing and running a major event and the economic benefits that events bring to Hepburn Shire. The Events Strategy outlines an events funding and support framework.

The framework provides 3 levels of financial support for events in Hepburn Shire:

Funding Program	Council support provided
Major Events	− Funding : $10,000 > $20,000 − Funding tied to event growth − 3 year funding agreement − Possible sliding funding scale − Base funding amount of $10,000 for major events − Maximum in-kind Council support valued at $10,000 (requires approval)
Regional Events	− Funding : $5,000 > $10,000 − Funding tied to event growth − 3 year funding agreement − Possible sliding funding scale − Base funding amount for all events that meet 'Regional Event' criteria − Maximum in-kind Council support valued at $5,000 (requires approval)
Local Community	− Funding : Up to $2,000 − Funding available through Councils Community Grants program

Events	– 'One off' funding – Maximum in-kind Council support valued at $3,500 (requires annual approval)

When seeking financial assistance from Council, an event will be required to prepare a business/event plan that addresses the funding and support framework in order to formally request funding. These submissions will initially be assessed by the Events Coordinator, to ensure relevant information is included and that the event fits within the framework. Once assessed one of the following three outcomes is possible:

1. If the event is assessed as being in the Local/Community Events category, they will be directed towards applying for a Community Grant for assistance with funding.
2. If the event is assessed as aligning with either the Regional or Major event category, a report will be prepared for Council to consider for funding.
3. If the event is assessed and is considered to not align with the funding framework then feedback will be provided to the applicant on the reasons why and how their event could be improved

In addition to direct financial support, Council will also support events through operational (in-kind) support. This support is provided to events within the context of the annual budget and can be in many forms including but not limited to:

-   Event planning advice
-   Marketing support
-   Assistance with planning an event and completing necessary permit applications
-   Supply and service of bins to assist with waste management
-   Supply of traffic management and other event related equipment
-   Assistance with the implementation of traffic management plans

For new events seeking operational support, assistance may be provided through the existing budget. For regular or annual assistance beyond that, a budget bid with a list of all events to receive operational support will be presented to Council annually by the Events Coordinator.

All events that receive support from Council will be required to acknowledge Council on all promotional material. It will be responsibility of the event to ensure that this happens.

3. Implementation

Council is committed to ensuring that events are run safely and all compliance requirements are met, whilst minimising negative impacts upon the community. Council assists with education and skill development for event organisers, many of whom are volunteers.

Risk Management:

Events are required to ensure that risks are minimised and there is compliance with regulatory requirements during events.

The event approval process requires a rigorous risk minimisation process. All events approved by Council must have approved risk and emergency management plans. All events must show proof of current public liability insurance, and where required Health, Planning, Local Law, Road closure and Places of Public Entertainment permits must also be obtained.

Road Closures

Events must indicate if their event includes a road closure at least 6 months before the event. The Events Coordinator can assist an event with preparing a Traffic Management Plan (TMP) and advising of the approval process. If the road is Council controlled, the TMP will be sent to the General Manager Infrastructure for approval. If the road is controlled by an agency other than Council, the TMP will be submitted to them for approval.

Approval, Planning and Evaluation of Events:

Decisions regarding approval of new events or significant changes to existing events are made through consultation with Council's Events Coordinator, who will assess an events submission against the funding and support framework as outlined in the Events Strategy and if required via Council for approval.

One off events must make contact with Council at least 6 months before their intended event.

All events are provided a copy of Council's Events Guide and are required to participate in Council's Events Process. Event organisers are required to meet with the Events Coordinator and other relevant Council officers, and external agencies, at least 3 times before an event (6 months, 6 weeks and 6 days prior to the event). Event organisers are also required to participate in a post event meeting, and if a funding agreement (MOU) has been entered in to, event organisers will be required to submit a post event evaluation/acquittal report, using the approved evaluation form.

DEFINITIONS

The following terms are referred to in the policy.

Term	Definition
Council	Hepburn Shire Council
Council officers	Includes permanent and temporary full-time and part-time council employees, and contractors and consultants while engaged by Council.
Event	An organised gathering of people on public or private land which impacts upon Hepburn Shire Council infrastructure, assets or the general public.
MOU	Memorandum of Understanding
TMP	Traffic Management Plan

FURTHER INFORMATION

Any enquiries about the Events Policy should be directed to Council's Events Coordinator.

IMPLEMENTATION

This policy will be implemented in accordance with the framework set out in the Events Strategy by Council's Events Coordinator and the Community and Economic Development department.

The policy will be made available on Council's website, alongside the Events Strategy, and Council's Event Guide.

REVIEW

The Events Policy will be reviewed every four years or sooner if required by legislation or organisational changes.

The officer responsible for the review of this policy is the Events Coordinator.