

Event Management  
Toolkit

A person writing on paper with a phone and a pen

Description automatically generatedEvent Management Plan Template

**[Your Event]**

**EVENT MANAGEMENT PLAN [YEAR]**

**Prepared by [name] ([month, year])**

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# DETAILS OF THE EVENT

[Example]

[Your Event] was established in [year] as an annual, one-day event. The festival is held on [your site] in [your location]. Its aim is to [insert the overarching aim of the festival – the WHY].

The event includes [Insert a brief snapshot of the events taking place during the event].

The event is fully fenced and requires an [entrance fee] on entry to the festival. Free parking is also available around the festival [This is example copy that needs to be adjusted for your event].

[Summary of the organisers of the event and changes made to improve your event over the years]

## 2.1 Date and Time of the Event

**Date:**

**Time:**

**Venue:**

## 2.2 Expected Crowd Attendance

Expected crowd attendance is between [ x to y number of visitors]. Crowd numbers are based on [last year’s festival] which saw approximately [x#] guests pass through the festival gates.

The event is very much a ‘family day out’. Most visitors come from **[insert region]** and further afield.

## 2.3 Event Program

[Insert schedule of events over the day/s with times]

# RESPONSIBLE ENTITY

**[Your Event]** is notionally owned by the [incorporated entity].The latter is an incorporated body with a formal constitution and bank accounts. As such it takes financial responsibility for the festival and pays for the event’s public liability insurance.

[Your Event] is organised and delivered by the locals comprising an executive committee, complemented by x# section coordinators and over x# volunteers. The Event Management Plan contact person details are as follows:

Name:

Address:

Phone:

Email:

# TRAFFIC MANAGEMENT

## 4.1 Required Outcomes of Traffic Management

* To bring traffic to and from the event site in a safe, expeditious and orderly fashion
* To provide sufficient parking to accommodate the vehicles anticipated to visit for the day
* To make the public aware, if travelling in the area, of the event, date and hours and any delays/congestion/ queuing that may occur because of the event
* To use SES personnel to direct traffic at Critical Control Points surrounding the site
* To use or consult with [Traffic Management Company] for services, acting on advice designed to improve the efficacy of traffic management (movement/direction) and public safety through:
* traffic management design
* traffic management implementation
* traffic control
* Police, SES and event volunteer support
* To collaborate with the [local] Police; acting on advice designed to improve the efficacy of traffic movement and public safety
* To separate foot-traffic from vehicular-traffic where possible to assist safety and efficiency
* To make maximum use of alternative routes and parking spaces to spread the traffic volume during peak entry and exit periods
* To offer (bus-based) park-and-ride options to expedite the delivery of visitors to and from the site.
* To use/display advertising and signage/devices prior and during event, prior to arriving onsite and onsite, to inform traffic about direction, road access and parking options near and at the event site
* To adjust traffic movement/flow prior/during/after event through implementation of:
* two-way traffic
* one-way traffic
* road closed (no entry)
* traffic redirection

**Note:** To alter (adjust) traffic movement (flow) through signage/devices, traffic control, police, SES and event volunteers. This is assessed and applied as per: time, traffic entry/exit, traffic volume and traffic impact to manage traffic as equally as possible during the period of the event.

## 4.2 Traffic Management Plan

Traffic management is to be implemented by a ‘registered’ traffic management provider (company) and ‘certified’ traffic management design/designer (TMD) for the services in design (layout) of traffic movement (vehicle/pedestrian).

The source of traffic management will be managed by two areas: 1. Traffic Management Plan (Traffic Guidance Scheme) and 2. Manpower (Personnel/Stakeholders).

1. The ‘Traffic Management Plan’ (TGS) is an arrangement of temporary signs and devices to warn traffic and guide it through/past/around event area/zone or temporary hazard.
2. The traffic management plan (TGS) is a variety of drawings (plans) that identify the site (event) area/zone and surrounding area/zone (roads, etc.)
3. Comprised of Overview Plans, Layout Plans, Signage Plans, etc.
4. The plans should satisfy the requirements of safety and public convenience if consideration is given to the following factors:

* duration of event, type of event, road types, travelled path (road/lane) widths and configurations, time of restrictions, traffic diversion options, traffic volume and impacts, parking and the implemented of traffic management/control (signage/devices, traffic controllers, police, SES and event volunteers), etc.

1. The ‘Manpower’ is a team of (personnel/stakeholders) from companies, authorities, services and volunteers to work together with their position/s (role/s) to assess, identify and manage the event in a manner in which it supports the purpose of the event.
2. Ensure safety (near/on site)
3. Direct traffic (vehicle/pedestrian)
4. Control traffic movement (flow) entry/parking/exit
5. Management traffic volume/impact/delays
6. Implement resources (signage/devices, delineation, bunting, barricading, fencing, etc.)
7. Adjust to any changes (prior/during/after) event for best practices management

## 4.3 Key Aspects of the Traffic Management Plan

*Complete this section based on the size, scale and location of your event, in conjunction with relevant stakeholders – council, emergency services and traffic management consultant [if required]. Below is an example of an extract to include in this plan.*

1. This plan exists to facilitate dialogue between the event committee members, the Department of Transport and Main Road, the [local] Council, [Traffic Management Company], [local] Police, and [local] SES management. As such the Traffic Management Plan (Traffic Guidance Scheme) identifies insignificant and significant modification to traffic movement (flows) on the day of the event. There will be road closures, one-way, etc., insignificant and significant alterations to the normal directional traffic movement (flows). This is under the guidance/direction of the Traffic Management Designer and Authorities (Police, DTMR & Council).

However, signage/devices will be implemented/displayed to serve, to slow traffic (reduce speed) on all roads leading to and connecting to [name of road]. This includes Council roads and State Controlled roads (specify the roads). Also, a number of Control Points at the entrance to the car parks are manned for the purpose of assisting drivers to seek out parking as quickly as possible, without holding up following traffic.

1. The Plan relies (for its effectiveness) on provision of ample parking spaces and multiple entrances (see site map). There will be [e.g. Southern and Eastern]car parks, each with separate entrances/exits.
2. [e.g. SES personnel] will be employed to man Control Points at the entrance to the car parks and inside the car parks. It is expected that up to x# SES personnel will be used and will be in place by [e.g. 7am] at the latest. In addition to directing traffic within the parking areas, the SES personnel will remain alert to the safety of foot-traffic. Traffic Controllers and/or Parking Attendants will be in place early in the day for directing traffic to and within car parks.
3. The event will be attended and overseen by Constable [name] of the [local] Police. This is comforting to organisers from the general perspective of public safety but is particularly helpful for ensuring that traffic issues are quickly addressed throughout the day and objective assessments made of how operations might be improved in the future.
4. The event will be overseen by a Traffic Management Designer and nominated Traffic Management Implementers and traffic Controllers, and Police Tactician and nominated Police Officers (general, specials and/or traffic).

## 4.4 Traffic Management Resources

Traffic Management Resources are to be implemented erected/displayed prior and during event for traffic awareness, information and direction. This would include: VMS Boards, Multi-message Signage, Box Edge Signage, Corflute Signage, Delineation

## 4.5 Community Liaison

After the Traffic Management Plan has been confirmed, a letter of notification will be distributed to all residences and businesses adjoining [event location street name]as well as to those that are directly impacted by the road closure e.g. local area.

## 4.6 Timings

This year’s event will be held on [date/s]. Visitors are allowed to enter the site from [e.g. 9.00am] and all commercial activity will cease by [e.g. 4.00pm].

1. Traffic Management/Control with be implement as per stages of priority through set-up/adjustment/dismantle (bump-in/bump-adjust/bump-out)
2. Traffic Management/Control will be implemented by [e.g. 8.00am] for any adjustments and early public arrivals
3. Traffic Management/Control will cease under the assessment of traffic movement volume/impact and police direction.

## 4.7 Parking

Parking areas are provided around and on the festival site. In the event of rain, some of these parking areas may become soft but not impassable for vehicles.

All of the designated parking areas will be published in the festival program and advised on all social media channels in the lead up to the event.

## 4.8 Disabled Parking

Disabled Parking is provided near the [insert the location of disabled parking] and will be well signed for these guests.

## 4.9 Coach Drop Off and Parking

Coaches will drop off and pick up guests from the [insert location of coach pick up and drop off]. This will also be well signed.

# Food, Wine and Craft Stalls

## 5.1 Market Stall Descriptions

There will be approximately x# market stalls at this year’s event.

Stallholders will be able to arrive and set up on [date/s and times]. Access will be through the main entrance.

All vehicles are required to be offsite by [e.g. 8am] at the latest.

## 5.2 Location

The market stalls will be located as powered and unpowered sites.

Please see Attachments – Site Map [always attach your site map to the event management plan]

## 5.3 Food Hygiene

[Local] Council have provided approval for the BBQ to operate and is not required to have a food licence.

All other food stallholders operating have their own food licence and have provided a copy of this to the Stallholder Coordinator as part of their application.

## 5.4 Liquor Licence

A Liquor Licence Application has been submitted to The Office of Liquor and Gaming (OGLR) in compliance with the Liquor Act 1992.

## 5.5 Public Liability

All stallholders will be required to supply a copy of their Certificate of Currency up to $20m as part of their application.

[Your Event] holds a $20m public liability insurance policy for the event.

# Electricity

*Adjust the below for your event.*

Electricity supply will be provided by [e.g. five hired generators], which will supply the power to the stages, cooking demonstrations and powered food stalls. A qualified electrician will be onsite to connect and set up all electrical connection on the day and will remain onsite throughout the event to ensure power continuity and safety.

Distribution boxes will be connected to the generators providing 3 phase power to the stages and 240v to the food stalls.

# Waste Management

## 7.1 Garbage

[Waste Management Company] will supply waste management services during the event. Provision for x# x 220 litre garbage bins and x# x 660 litre garbage bins will be located on the site.   
Garbage collections are requested for [date and time].  
The site will be cleaned by committee volunteers after the event pack up.   
Insert details on recycling and what your event will do to reduce waste.

## 7.2 Toilets

Portaloos have been order through [Company Name]. Approximately x# trailers of 16 toilets including urinals and 2 disabled toilets. These will be delivered on [date] and picked up on [date]. Cleaners are onsite all day to service the toilets. [Company Name] are responsible for the portaloos cleanliness and safety during the event.

# Environmental Impacts

[Describe environmental impacts of the event on the site]. The festival does not inflict any long-term impacts on the natural environment.

# Noise

The festival stages will have designated sound operators at each stage that will monitor the volume and direction of the amplified music. Both stages will be finished by [e.g. 4pm].

A complaints process is in place for residents to contact event organisers per their letter of notification with the event organisers to provide feedback and direct the sound engineers as required throughout the day.

# Emergency Procedures

## 10.1 Liaison with Emergency Services

The [local] Police Stations, [local] Ambulance and [local] Fire Brigade will all be notified about the event and supplied with an event site map. This map will outline the traffic flow for the event. Emergency Services will be supplied with the risk management plan for review, and the mobile phone number for the Event Coordinator and other key committee contacts.

## Fire Safety

Fire extinguishers and fire blankets will be located onsite at both stages and near the cooking demonstrations. All volunteers will be inducted in procedures for notifying emergency services as required. Dial 000.

## 10.3 First Aid

A first aid tent will be set up next to the Information Tent and will be staffed by St Johns Ambulance. The location of the First Aid Tent is included in the site map for the event program.

# Event Risk Assessment and Risk Management

Person accountable for managing risk at the event: [allocate one committee member to this responsibility and it should be their only responsibility]

Please see attached Risk Assessment in Appendix.

# Event Related Contacts

**Traffic Management Services**

Company Name

Registered TMR - Traffic Management Registration No.

Certified TMD - Traffic Management Design No.

Contact:

Phone:

Email:

**Police**

Contact:

Phone:

**State Emergency Services**

Contact:

Phone:

# Emergency Management Services

The main three EMS are identified and will be contacted/utilised on the need of the service and/or services.

**Police**

Contact:

Phone:

**Fire & Emergency**

Contact:

Phone:

**Ambulance**

Contact:

Phone:   
In case of emergency, volunteers will be directed to call 000

# Local Authorities

**Department of Transport and Main Roads ([local] Region)**

Contact:

Phone:

**[Local] Council**

Contact:

Phone:

**Traffic Coordination Centre ([local] Region)**

Contact:

Phone:

# ATTACHMENTS

* Insurance Certificates and Public Liability
* Local Road Map
* Site Plan
* Risk Management Plan
* Traffic Guidance Scheme