

Your Event

The Quick Guide

4 Easy Steps

- 1 Getting Started
- 2 Logistics
- 3 Health and Safety
- 4 Publicity and Promotion

Contents

Useful tips and information to get you started with a successful event

Getting Started

1.1.	Aim and Purpose	4
1.2.	Timing	4
1.3.	Venue	5
1.4.	Organising Committee	6
1.5.	Insurance	6

Logistics

2.1.	Traffic & Pedestrian Management	7
2.2.	Footpath trading	8
2.3.	Temporary structures	8
2.4.	Waste Management	9

Health and Safety

3.1.	Food	10
3.2.	Alcohol	11
3.3.	Toilet Facilities	12
3.4.	Risk Management	13

Publicity and Promotion

4.1.	Marketing	14
4.2.	Signage	15

Handy Checklist	18
------------------------	----

Notes	23
--------------	----

Introduction

Well managed community based events are an important part of our cultural calendar. They promote community pride and spirit, bring people together in an atmosphere of fun, and attract visitors to the region.

Whether you have had previous experience in planning events or are a complete novice, this guide has been developed to assist you plan a small to medium sized event that is relevant to your community, safe, and with minimal problems.

Council supports community based events by providing information, advice and access to a range of resources, including an annual community Grants Program.

When planning a community event, the following process should be followed.

1. Read the Quick Guide, and accompanying resources to ascertain what will be involved.
2. Discuss your idea with others to gain support, and to put together a working group or committee.
3. Decide on some of the basic structure of your event, and how you intend to fund it. At this stage a chat to the Festivals Liaison Officer could help.
4. Register your event so that we know what is happening in our region and can advise emergency services if circumstances require.
5. Proceed through your planning, obtaining the necessary permissions
6. As the event nears completion, submit an Event Management Plan

Your Event 'The Quick Guide' is a practical reference and source of ideas. It is not meant to provide exhaustive information, and should be used in conjunction with the Yarra Ranges Event Management Plan Template.

Some of the ways Council can support Community driven events are:

- Inclusion of your event on our on-line **Calendar of Events** – available via our website.
- Event Forums and Training workshops – a series of useful and informative sessions on topics vital to delivering good Festivals and Events.
- Community Grants Program – **Festivals Grants** can be applied for as part of this program.

More information available on our **website**

Getting Started

1.1 Aim and Purpose

The aim and purpose is the framework around which you will build your event. Clearly defining it will ensure everyone is working towards the same goal. Some of the questions you should consider are:

- What do you aim to achieve from your event?
e.g. showcase local talent, provide a day of entertainment, bring community together.
- Who is your target market/who is the event for?
- What is the “Vision” for the event?
- How will you know if you have achieved it?

Spending time on defining the aim and purpose in the early stages of planning your event will create a stronger framework for the planning process.

1.2 Timing

Factors that should inform the timing of your event include:

- Suitable weather for the type of event
www.bom.gov.au/weather/vic/
- Other events at the same time which could “steal” your audience. This may be the same day/weekend or just before or after your event. There is a limit to the amount of activity that a region can sustain, but also consider the possibility of merging or co- marketing events.
<http://www.eventsvictoria.com/>
- School and public holidays – could have a positive or negative impact.
www.education.vic.gov.au/about/keydates/termdates.htm

1.3 Venue

The Right choice of venue is crucial to the success of your event. Some of the following may be considered when choosing the site for your event:

- Access to power and services
- Bushfire/flooding potential
- Proximity to water bodies
- High Wind
- Infrastructure
- Proximity to transport
- Suitable Parking
- Proximity to residential areas for noise/traffic nuisance
- Access for all services

If the event is to be held on Council land or in a Council venue

- Council run halls and open spaces (parks, reserves) need to be booked through Councils Halls and Venues Co-ordinator on: **hallsandvenues@yarraranges.vic.gov.au**

If the event is on private land

- Consultation is needed with Councils planning department to ensure that there are no obstacles to the type of event you plan being held on that property.

If event is on public land

- Consultation is needed with the appropriate land manager or statutory authority.

1.4 Organising Committee

Who is the body running the event?

- A festival or event organisation should be an incorporated body to ensure that any liabilities are enforceable against the organisation itself rather than committee members personally.
- If the Festival is not an incorporated organisation, the event should be auspiced by an appropriate organisation. For further information about what auspicings entails check the website below.

www.nfplaw.org.au/auspicing

- A committee should consist of members from a range of backgrounds, and with different areas of expertise and skills. Ideally the committee should be broken up into sub-committees to handle different areas of the event. This can be varied depending on the type of event and the skills within the group, but could be:

- | | |
|--|--|
| <input type="checkbox"/> Administration/ Co-ordination | <input type="checkbox"/> Programming |
| <input type="checkbox"/> Finance | <input type="checkbox"/> Food/Amenities |
| <input type="checkbox"/> Communication | <input type="checkbox"/> Marketing & Promotion |
| <input type="checkbox"/> Logistics | <input type="checkbox"/> Volunteer Management |

- It is useful to have tasks broken up into broad areas in order to identify gaps and to recruit the appropriate people to the committee.

1.5 Insurance

It is essential when managing a public event that your group has adequate public liability insurance coverage, typically \$10m. Insurance coverage should also include property and equipment.

- If other companies are involved in your event such as amusement providers, they should have their own insurance coverage. Organisers of an event should check their certificate of currency.
- For quotes on insurance for community groups, check the websites below.

www.localcommunityinsurance.com.au

Logistics

2.1 Traffic Management

If your event:

- requires a street or road closure,
- increases road congestion in the area,
- will restrict access to or require the use of footpaths
- require parking beyond the immediate event site

Then you will need Council approval, and a **Traffic Management Plan** must be submitted. Approval from Vic Roads, Victoria Police and Emergency Services may be required depending on the scale and type of event, and type of road. Information can be found at:

<http://www.yarraranges.vic.gov.au/Property/Roads-drains-footpaths/Traffic-permits>

For further information contact: **mail@yarraranges.vic.gov.au**

Or phone 9294 6728 for advice from a traffic engineer.

In addition, if your event impacts on Public Transport services i.e.

- there is a need for additional services
- services will be deviated, delayed, replaced or cancelled

A permit may be required from the Department of Infrastructure **www.transport.vic.gov.au** (enter “events road closures” in the search facility)

You will need to contact local bus companies directly.

It is always advisable to talk to residents to ensure they are aware of any closures and have adequate time to prepare.

2.2 Footpath Trading

Be aware that there are a number of conditions attached to trading on footpaths and this is not permissible without a **permit**.

2.3 Temporary Structures

The Building Regulations 1994 govern the erection of freestanding temporary structures over a certain size and area which may apply to your event.

This applies to:

- Tents and Marquees with an area of more than 100m²
- Seating stands for more than 20 people
- Stages or platforms with an area of more than 150m²
- Prefabricated buildings with an area of more than 100m²

If your temporary structure fits into the above category, you will need both

- an Occupancy Permit from the Building Commission (9285 6400)
- Siting Consent from Local Council (Building Surveyors Office 9294 6337)

Hire companies should have the required Occupancy Permit but it is advisable to check this when booking. They may also be able to arrange for the siting consent required to erect them on site otherwise the event organiser can apply.

If you are restricting access to your event or charging admission it is possible you may also need to apply for a "Place Of Public Entertainment " Licence (P.O.P.E)

Applications should be lodged at least 10 days prior to erection of the temporary structure.

For further information or advice contact

Yarra Ranges Council Statutory Building Services 1300 368 333

2.4 Waste Management

No matter what scale your event, consideration must be given to the clean up during and afterwards.

- Ensure you have sufficient bins including recycling facilities.
- Ensure you have sufficient personpower to work after the event to clean up.

Mini skips and bins are easily obtained through the internet or Yellow Pages

If public sites are not left waste free, the full cost of clean up may be invoiced to event organisers. As a rough guide, depending on the type and duration of your event, you could estimate the following for a single 8 hour event:

1-10- bins up to 400 people

11-20 bins 800-1000 people

21-40 bins 3000 – 4000 people

41-60 bins 6000 – 7000 people

Think about how you can reduce the Waste generated at your event. This will not only reduce costs for your event, but will help the planet.

Wash Against Waste kits are available for loan from the Council. These are supplies of crockery and cutlery which can be washed and re-used rather than using disposable items.

For details and to book any items contact customer service on 1300 368 333

Health and Safety

3.1 Food

Food is an important aspect of any event, and the type and range of catering available should fit in with your event concept and timing.

Having safe food handling practices in place will minimise potential health risks and guarantee that those responsible for the event and those attending are happy with the food service provided. All mobile food vendors must be registered through “**Streatrader**”

Some options are:

- Getting community groups to undertake catering at your event. This is a good way of involving the community and often assists in providing low cost catering alternatives to attendees.
- Booking a mobile food vendor, who can be charged a nominal fee for the opportunity to sell at your event.

There is different legislation and requirements dealing with these two options – it is important that you read and understand them so that you can ensure that food providers at your event have complied with this

This information can be accessed on the link below

www.health.vic.gov.au/foodsafety/index.htm

or you can download from **Councils website**

The onus is on the group or vendor to follow safe food handling procedures. However, as the organiser you also must ensure that vendors at your event comply with regulations.

Council are happy to assist : phone Public Health Services on 9294 6367.

3.2 Alcohol

If you plan to serve alcohol at your event you must consider the following:

- Permission must be obtained to do so
- A Temporary Liquor Licence may be applied for from Dept of Justice. Once an application is received, it is forwarded to Victoria Police and Yarra Ranges Council for comment. This process can take up to three weeks. Applications can be downloaded from **www.vcglr.vic.gov.au**
- Alcohol must be served responsibly – whoever holds the licence must ensure that procedures are in place to do so.
- Consumption of alcohol will affect the number of toilets that you must have available for patrons – check the chart in this guide.
- Alcohol must be served in a fully enclosed bar area.
- Availability of alcohol can add another layer of complexity to your event. You might consider the following:
 - Ensuring drink is only served in plastic vessels.
 - Additional security to deal with any unsociable behaviour.
 - Consider the age of the patrons at your event, bearing in mind that alcohol must not be served to those under 18 years of age.
 - Councils Local Laws do not permit the consumption of alcohol in many public places, including some recreation reserves, public reserves, parks, or areas of open space. For information regarding the specifics of the law. Please refer to: **Drinking in Public Places.**

3.3 Toilet Facilities

Adequate toilet facilities need to be available for patrons at your event. If there are insufficient public facilities available, portable toilets will need to be brought in.

As a guide, for events without alcohol the following is required.

Patrons	Males			Females	
	WC	Urinals	Hand Basins	WC	Hand Basins
<500	1	2	2	3	2
<1000	2	3	3	4	3
<2000	3	5	5	7	5
<3000	5	8	7	10	7
<5000	6	12	10	16	12
<10000	10	23	18	32	26

For events serving alcohol the following is required.

Patrons	Males			Females	
	WC	Urinals	Hand Basins	WC	Hand Basins
<500	2	2	2	4	2
<1000	3	5	4	6	3
<2000	5	8	7	11	7
<3000	7	12	11	15	11
<5000	11	18	15	24	18
<10000	15	33	27	48	40

These services can be found through the internet or Yellow Pages. Siting of the facilities in a Council reserve or park will need to be discussed when booking the venue.

3.4 Risk Management

This is one area of your event planning that is critical in ensuring your event occurs safely without incident.

The first step is to develop a **Risk Assessment**, which is designed to do two things:

- Identify potential hazards associated with your event.
- Take steps to minimise or eliminate the risk prior to your event taking place.

Use a risk assessment form to identify potential hazards at your event sites or any areas of potential risk to the public, event staff, traders and site holders.

The Risk Assessment should look at areas such as:

- Access
- Power
- Weather
- Trip hazards
- Fire Safety
- Security
- Structures/staging/infrastructure
- Gas cylinders/appliances

Once risks have been identified, Risk Management involves identifying actions to address the risks, and allocating that responsibility to specified individuals.

For more detailed information about Risk Assessment and Risk Management, visit the weblink below and search "event organisers"

www.worksafe.vic.gov.au

An essential part of your planning needs to include an **EMERGENCY MANAGEMENT PLAN**. This should include display of floor and site plans easily identified around the festival site, clearly distinguishing emergency exits, emergency procedures and telephone numbers and a prominent first aid station, including the attendance of qualified and recognisable first aid persons. Police and emergency services must be notified of the date, time and location of the event at least seven days prior.

For information regarding St Johns Ambulance attendance at your event visit the weblink below.

www.stjohnvic.com.au

Publicity and Promotion

4.1 Marketing

The success of your event will largely depend on the effectiveness of your promotional strategy.

The main marketing methods used are:

- Local and daily newspapers, media releases, “What’s On” section
- Print material – posters, flyers etc.
- Email to mailing groups – consider the type of clubs and organisation who might participate in or attend your event and keep them informed.
- Newsletters – develop a list of community newsletters and their publication dates e.g. sporting clubs, special interest groups, peak bodies.
- Social media – Facebook and twitter are powerful tools for getting information and messages out to your target market. There are also a host of e-newsletters and social media sites with specific target markets. These methods are interactive and you will need to regularly upload updates
- Website – your own groups and others
- Direct mail
- Word of Mouth – the most powerful tool available to you!
- Free publications
- Radio announcements
- TV coverage and/or advertising. TV advertising is very expensive, but your event may make an interesting item on specific shows, such as travel or lifestyle shows.

You will need to develop a look or image for your event. The image will form the basis of your branding for your event and can be used on promotional material such as flyers, boards and posters.

A valuable tip for all marketing material is to keep it **uncluttered**, with all the basic information such as

- what
- when
- where
- how much

Some great hints for marketing your event can be found at the link below

www.ourcommunity.com.au/marketing/marketing_main.jsp

4.2 Signage

Appropriate signage can provide good publicity and exposure.

Some of the options available to you for signage are:

- Banners – these are a cost effective and flexible option. Banners may be displayed on Shire banner poles located strategically throughout the Shire. Bookings must be made for the poles.

Banners must not:

- ☐ exceed 2.7 metres by 1 metre.
- ☐ advertise or be sponsored by cigarette and/or alcohol companies.

There is a limit of one banner per set of poles (for each event).

Contact Customer Service on 1300 368 333

- Temporary “Real Estate” type Boards. These must be on private land and you must obtain the permission of the landowner.
- “A” frames and shop hoardings. These require a permit and must be covered by public liability insurance.

For more information, fees, and to download application forms go to:

www.yarraranges.vic.gov.au/Community/Business/Footpath-trading-permit

In staging your event in the Shire Of Yarra Ranges, you may need to deal with a number of different departments within Council.

These may be:

- **Arts Culture & Heritage**

The Community Festivals and Events Liaison officer is located within the Arts Culture & Heritage department. This should be your first point of contact for general advice, the calendar of community events, community event education, annual community grants information.

Contact: Karen Meuleman 9294 6385

Venues which are available for hire through Arts Culture & Heritage include Upper Yarra Arts Centre, Healesville Memorial Hall, Montrose Town Centre, Mooroolbark Community Centre. Contact individual centres: listings on:

www.yarraranges.vic.gov.au/Places-events/Arts-venues

- **Civil Development Services**

Traffic Management issues must be referred to one of the Shires Traffic Engineers for discussion and advice. Any event that will impact on roads, public transport, parking, or pedestrian traffic will require a traffic management plan. Council are bound by the:

- Road Management Act 2004
- Transport Act 1983
- Worksite Safety /Traffic Management Code of Practice

Contact : Traffic Engineers on 1300 368 333 or mail@yarraranges.vic.gov.au

- **Building Services**

Building Services are responsible for issuing Places of Public Entertainment (POPE) permits and Siting of Temporary Structure permits.

Building Services are bound by the:

- Building Act 1993, Building Regulations 2006
 - Building Code of Australia
- contact: Building Services 1300 368 333

- **Public Health Services**

Public Health officers can provide advice and assistance around Food Safety at events. They also assist with Registrations and inspections of food premises, compliance checks on food safety programs and educational support aimed at better protecting the community from the risk of food poisoning.

Officers are bound by the :

- Food Act 1984
- Contact: Health Services on 9294 6415

- **Waste Management**

Advice around the handling and removal of rubbish from your site should be referred to the Waste Management department on 9294 6449. Please note that council do not supply bins for events.

- **Local Laws**

Local laws is responsible for community protection in relation to events, and deal with issues such as consumption of alcohol, footpath trading, displaying banners, parking, noise issues. Contact: 9294 6463

- In addition to the aforementioned issues, and depending on the nature and content of your event, you may require advice or information regarding:

- | | |
|--|--------------------------|
| o Planning Permission | o Fire permits |
| o Working with Children | o Use of amplified music |
| o Generation of Smoke | o Fireworks |
| o Use of helicopters | o Loan equipment |
| o Street Sweeping and clean up | o Access to toilets |
| o Access to Council Reserves | o Car Park Maintenance |
| o Council Community Grants Program | |
| o Loud noises e.g simulated gunshots or explosions | |

The information contained in this document is intended as a quick guide only to get you started with your event. A range of checklists and other relevant planning tools are available from the Council website under **Festivals and Events**.

Staging a Festival or large scale event is a complex task, and it is recommended that you start planning for your event at least 12 months prior. An Event Management Plan will need to be filled out to satisfy the requirements of Councils different departments and statutory regulations.

For further advice and to discuss your project contact Yarra Ranges Council Community Festivals and Events Development officer:

Karen Meuleman on 9294 6385
k.meuleman@yarraranges.vic.gov.au

Handy Checklist

Event Date

Has the date been checked to ensure it doesn't clash with other events?

Yes No
☐ ☐

Check Calendar of Events

Traffic & Parking

Will the event require any road or street closure?

Yes No
☐ ☐

For further advice contact a Council Traffic Engineer.
 1300 368 333

Increase road congestion in the area?

Yes No
☐ ☐

Restrict access to, or require the use of footpaths?

Yes No
☐ ☐

Require parking beyond the immediate event site?

Yes No
☐ ☐

Is there an impact on public transport services? (trains, buses – is there a need for additional services or will services be deviated, delayed, replaced or cancelled?)

Yes No
☐ ☐

Waste Management

Will the event generate waste/rubbish

Yes No
☐ ☐

Has a waste management plan must be put in place

Yes No
☐ ☐

Have you organised sufficient helpers to clean up after the event?

Yes No
☐ ☐

Any litter prevention and clean up strategies for the event in place?

Yes No
☐ ☐

Have you organised extra bins if required?

Yes No
☐ ☐

Will waste water or any other hazardous materials be generated?

Yes No

☐ ☐

If yes have you consulted Councils environmental health officer?

Yes No

☐ ☐

Venue

Has the venue been booked?

Yes No

☐ ☐

Or

Do you have permission from the land or venue owner?

Yes No

☐ ☐

Is there appropriate planning permission for the intended use of the land for your event?

Yes No

☐ ☐

If using a YRC venue, will site or ground preparation be required by YRC?

Yes No

☐ ☐

Advance notice required.
If outside of works schedule a fee will apply.

Food & Drink

Will there be food & drink available at the event?

Yes No

☐ ☐

Are vendors registered with Streatrader?

Yes No

☐ ☐

Will there be alcohol sold at the event

Yes No

☐ ☐

Has a Temporary Liquor licence been applied for?

Yes No

☐ ☐

Toilets

Are there adequate toilets for the anticipated audience

Yes No
☐ ☐

If no have portable toilets been organised?

Yes No
☐ ☐

Has a schedule of cleaning and stocking been organised?

Yes No
☐ ☐

First Aid

Has First Aid been organised?

Yes No
☐ ☐

Fireworks /Pyrotechnics

Will the event involve fireworks, firecrackers or pyrotechnics?

Yes No
☐ ☐

Have you obtained Council Local Laws approval, and

Yes No
☐ ☐

Are you using a licenced pyrotechnician? (mandatory)

Yes No
☐ ☐

Do they have Workcover approval?

Yes No
☐ ☐

Have CFA been notified of the event?

Yes No
☐ ☐

Have Local residents who live within 1 km radius been notified (must be 2 weeks prior to the event)

Yes No
☐ ☐

Has a fire plan been developed for the event?

Yes No
☐ ☐

Has a cancellation policy been considered?

Yes No
☐ ☐

Temporary Structures

Will temporary structures (e.g. marquees stages, seating) be used?

Yes No
☐ ☐

Will event have amusement rides, jumping castles, entertainment vendors etc?

Yes No
☐ ☐

Will event require access to power?

Yes No
☐ ☐

Have any temporary generators and other electrical equipment been tested and tagged.

Yes No
☐ ☐

Will event be using Gas cylinders or other sources of gas?

Yes No
☐ ☐

Have Gas appliances been secured, tested, tagged and approved.

Yes No
☐ ☐

Building and Occupancy permits may be required from Councils Building Services. You may need a P.O.P.E (Place of Public Entertainment permit)

If powered amusement rides are operating, Worksafe design notification should be supplied in your event management plan.

Other Permits Required

Will live or recorded music be played?

Yes No
☐ ☐

Have you applied for a licence from APRA for use of recorded or live music
www.apraamcos.com.au/music-customers/

Yes No
☐ ☐

Will raffles, lotteries or fundraising activities take place?

Yes No
☐ ☐

Have you applied for a permit from Consumer Affairs Vic

Yes No
☐ ☐

Does your event require use of airspaces/air site facilities (including helicopter landing)

Yes No
☐ ☐

Have you received Permission from Civil Aviation Authority

Yes No
☐ ☐

Event Marketing

Has an event marketing plan been developed?

Yes No
☐ ☐

Do you plan to use roadside banner poles?

Yes No
☐ ☐

Have you booked them

Yes No
☐ ☐

Will you be erecting any roadside signage other than banner poles?

Yes No
☐ ☐

Have you obtained Signage permits?

Yes No
☐ ☐

Risk Management

Has a risk safety and emergency management plan been developed?

Yes No
☐ ☐

Indicate which emergency services agencies have been consulted

Police CFA Ambulance SES
☐ ☐ ☐ ☐

Has a security plan been developed for your event?

Yes No N/A
☐ ☐ ☐

If a private security firm is used do they have appropriate qualifications?

Yes No
☐ ☐

Has a crowd control plan been developed?

Yes No N/A
☐ ☐ ☐

Plan may be required by Council and Police dependant on numbers

Accessibility

Has an accessibility plan been developed to ensure access to all people including those with a disability?

Yes No
☐ ☐

Access checklist available from Councils Festivals liaison officer

Has accessibility been checked for emergency vehicles?

Yes No
☐ ☐

There must be access for emergency vehicles to access all points of the event site.

Insurance

Do you have the appropriate insurances in place?
Public Liability certificate of currency

Yes No
☐ ☐

Notes



www.yarraranges.vic.gov.au