



Event Planning Guide A-Z

This publication is intended as a guide only for event organisers to assist with planning their event. It is not a substitute for professional advice on legislative requirements.

East Gippsland Shire Council accepts no responsibility for errors that may have occurred within this document. Information in this document will be subject to change.

For further information, or if you have any feedback in regards to this document, contact the council Events Team on 03 5153 9500 or email events@egipps.vic.gov.au.

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Front image: Hobie Kayak Bream Series at Bemm River

Contents

Introduction

5

Assistance	5
What is an event?	5
Will my event need a permit?	5
What locations/sites are available for events in East Gippsland?	6
What steps do I take to get an Event Permit?	6
Timelines for event approvals	6
Event fees and charges	6
Equipment hire	6

Event Planning Cycle

7

A

8

Aboriginal / Indigenous Protocols	8
Access and Egress	8
Accessibility / Inclusiveness	8
Advertising	8
Alcohol	9
Alcohol Management Plan	9
Ambulance Victoria	9
Amenities for Public Events	9
Amusement Rides	10
Animals, Animal Farms/Nurseries/Petting Zoos and Native Animals	10
Auspicing	10
Australian Tourism Data Warehouse	10

B

11

Budget	11
Business Events	11
Busking	11

C

11

Camping	11
Cancellation or Postponement of an Event	12
Cash Handling	12
Circus and Carnivals	12
Contact Lists	12
Competition and Racing Events	13
Council Managed Land	13
Crown Land (Reserves) Act 1978	14

D

14

Dial Before You Dig	14
Drinking Water	14
Drones	15
Duty of Care	15

E

16

Electrical Safety	16
Emergency Management Plan	16
Emergency Communication	17
Emergency Services	17
Event Briefing and Debriefing	17
Event Category	18
Event Organiser or Coordinator	19
Event Plan	19
Event Operations Centre	19
Extreme Weather	19

F

20

Feedback and Evaluation	20
Find a Form	20
Fireworks	20
Fire Safety	21
First Aid, Health and Medical	21
Food and Coffee Vans	22
Fundraising, Collections and Raffles	22

G

23

Gas Safety	23
Good Governance	23
Grants and Funding	23

H

24

Halls and Recreation Reserves	24
Heatwave	24

I

24

Infection Control	24
Inflatable Structures	24
In-Kind Support	25
Insurance	25
Itinerant Traders	25
Land and Asset Protection	25

L	25	T	36
Land Managers	25	Temporary Structure.....	36
Lighting	25	Ticketing	36
M	26	Traffic Management Plan.....	36
Marketing Your Event	26	Traffic, Parking and Pedestrian Management.....	36
Marquees.....	26	Tobacco and Smoking	37
Media Kit.....	26	Toilets.....	37
Music and Recording Licences	27	Tourism	38
N	27	V	38
Noise Management.....	27	Vehicles on Shire Managed Land.....	38
Notifying Residents and Businesses.....	27	Victorian Police	38
O	28	Volunteers.....	38
Occupational Health & Safety.....	28	W	39
Official Attendance by The Mayor	28	Waste Management.....	39
P	28	Waste Wise Events	39
Parking.....	28	Water Activity Events.....	40
Parks and Reserves	28	Weddings	40
Parties	28	Working With Children	40
Pedestrian Management	29	Worksafe Victoria	40
Permits.....	29	LINKS TO COUNCIL FORMS	41
Photography and Filming	29	USEFUL LINKS	42
Place of Public Entertainment Permit.....	30	APPENDIX LIST	44
Planning Permits For Events.....	30	APPENDIX 1	45
Power.....	31	Event Planning Checklist template	45
Promotion	31	APPENDIX 2	50
Public Assemblies, Demonstrations and Rallies.....	31	Risk and Emergency Management Plan template	50
Public Place or Land	31	APPENDIX 3	58
Public Protection	32	Risk Audit Checklist template.....	58
Public Transport.....	32	APPENDIX 4	63
R	32	Events Marketing Planner template	63
Restricted Access	32	APPENDIX 5	68
Risk Management Plan	32	Site Plan Checklist template	68
Road Closures	33	APPENDIX 6	71
S	33	Example Site Plan	71
Safety Officer.....	33	APPENDIX 7	73
Safe Work Method Statements (Swms).....	33	Acknowledgement of the Gunai / Kurnai as Traditional Owners	73
Security and Crowd Management.....	34	APPENDIX 8	75
Signage	34	Help Sheet for Applying for a Grant	75
Site Plans	34		
Spectators.....	35		
Streatrader	35		
Sustainable Events	35		

Introduction

East Gippsland Shire Council plays a major role in managing, approving and delivering over 200 events each year.

This publication has been developed to assist event organisers meet statutory and legislative requirements while protecting the surrounding area and ensuring public safety.

This publication will be updated as required.

To see the latest version of this guide, please go to www.eastgippsland.vic.gov.au/events or contact the Events Team. Email events@egipps.vic.gov.au or phone 03 5153 9500.

Assistance

Council is committed to helping organisations and groups develop, plan and implement successful and safe events.

The Events Team can provide support with traffic management, food safety, risk and event management and local contacts for emergency and land manager services.

Templates are available on a range of subjects to help you prepare supporting documents.

For any questions or assistance, including event permits, please contact the Events Team:

events@egipps.vic.gov.au or phone: 03 5153 9500.

What is an event?

An event is a planned activity with:

- A gathering where more people than usual are gathered at the one time, or
- Activities sit outside the approved use of the venue, or
- There are impacts on the community.

The size and complexity of an event will determine what elements to include in your event planning, such as:

- Markets
- Food Stalls
- Selling/providing liquor
- Amplification
- Fireworks
- Entertainment
- Changed traffic conditions / road closures
- Temporary structures (e.g. marquees, stages, seating stands etc.)

Will my event need a permit?

To hold an event within council's public open spaces and managed land, you will need an event permit unless your event is private and does not invite the general public.

This ensures your activity follows the Local Law and the Crown Land (Reserves) Act 1978. Public events held on roads or Council land without a permit will be penalised 20 Penalty Units. It also ensures that disruption to stakeholders is minimal and parties that may be impacted can be appropriately notified.

If you are planning on staging an event on private land, you should also contact your Events Officer to discuss your proposal as other permits may be required from the council and/or other authorities. Further information on other authorities will be found under Land Managers in this guide.

Events normally fall into one of these categories:

- Category One - Low Risk
- Category Two - Medium Risk
- Category Three - High Risk

Understanding what category your event falls under will help determine the complexity of your application. See **Event Category** in this guide.



East Gippsland Field Days

What locations/sites are available for events in East Gippsland?

There are many public open spaces, community halls, parks and foreshores that are available for community events. East Gippsland is also home to incredible natural assets such as our lakes, rivers, mountains and forest reserves which are ideal locations for outdoor adventure sporting events.

The sites available vary depending on the type of activity and the sensitive nature of the location as determined by the relevant Land Manager. To discuss possible event locations, contact your Events Officer.

Timelines for event approvals:

LOW RISK EVENTS are required to submit an application a minimum of six (6) weeks prior to event with all supporting documentation.

MEDIUM RISK EVENTS are required to submit an application a minimum of ten (10) weeks prior to event with all supporting documentation

HIGH RISK EVENTS are required to submit an application a minimum of fourteen (14) weeks prior to event with all supporting documentation.

Event fees and charges

A range of fees and charges apply to event permits. Please refer to the council's website for up to date information on fees.

What steps do I take to get an Event Permit?

1. Determine if your event is a low, medium or high risk. Use this guide to help you to know your event's level
2. Submit an application with supporting documents
3. You will receive an acknowledgement email advising that the application has been received
4. The event application is reviewed with internal and external stakeholders
5. Council officers will contact you if they need more information or request a meeting
6. Once your application, with all supportive permits and documents, is approved, applicants will be emailed an Event Permit. Only once your event permit is received can you assume your event is approved. All events are individually assessed.

Equipment hire

East Gippsland businesses have a range of event equipment that can be hired such as toilets, mobile stages or decorative lighting. Contact your Events team if you require advice on what is available. Council have the following equipment that can either be borrowed or hired by community event organisers:

- Marquees, available in 6x3m and 3x3m
- Outdoor inflatable cinema
- Orange security fencing and safety bollards
- Traffic management signs

Event Planning Cycle

1

Event Strategy and Planning

- Identify what is the purpose of your event
- Conduct market research
- Set venue / location and dates
- Set up administration and governance



Develop Program and Budget

- Event program development
- Develop brand
- Estimate income, in-kind and expenditure
- Identify your supporters and collaborators

2

3

Permits and Licenses

- Identify what licenses are required
- Local government requirements
- Seek other Land Managers consent in writing
- Identify risks and how to manage them



Design and Event Promotion

- Develop a Communications and Marketing Plan
- Engage your event brand
- Promote your event, spread your message
- Determine how you will collect data from participants

4

5

Event Launch

- Seek out staff and volunteers
- Finalise vendors and contractors
- Hire event equipment
- Event delivery – congratulations!
- Capture and share highlights
- Observe and learn



Post Event

- Thank you to everyone involved
- Reconcile budget
- Produce survey and evaluate
- Have a wash-up meeting
- Analyse for next event

6

A

ABORIGINAL / INDIGENOUS PROTOCOLS

See also:

Appendix 7: Acknowledgement of the Gunai / Kurnai as Traditional Owners

East Gippsland Shire Council has made a commitment to the Aboriginal and Torres Strait Islander communities of East Gippsland to acknowledge the traditional custodians and their country at all events, either by conducting a “Welcome to Country ceremony” or by “acknowledging Traditional Owners”. We encourage all event hosts to consider honouring and paying respect to the original custodians of this land and Aboriginal and Torres Strait Islander people.

For protocols regarding traditional custodians you should contact your local representative organisation and invite them to come and deliver a Welcome Ceremony at your event.

This is a ceremony that invites you and your audience onto their lands and allows their Elders to see you and keep you safe and make you welcome. A Welcome Ceremony will cost approximately \$500. If you cannot hold a Welcome then the council urges you to deliver an Acknowledgement of the Traditional Custodians as part of speeches. You will find a copy of the Acknowledgement council uses, and why, as an appendix item, and also available on the Council website www.eastgippsland.vic.gov.au

For more information on protocols in East Gippsland, please contact Gunaikurnai Land and Waters Aboriginal Corporation (GLaWAC) on 03 5152 5100 or reception@glawac.com.au.

ACCESS AND EGRESS

Public safety is a key priority for any event and it is vital that your site plan includes safe access (entry) and egress (exit) of event visitors, suppliers, emergency services and others involved in your event.

ACCESSIBILITY / INCLUSIVENESS

Event organisers should put measures in place to ensure that the event site is accessible and inclusive to people of all ages, genders, sexual orientations, ability levels, disability, socio-economic circumstances, linguistic differences and ethnic backgrounds when relevant. It's important to think about access at the very beginning of organising an event as some provisions may require some forward planning. Also consider that many people with a disability rely on someone else to accompany them and so continuous accessible pathways through the event site need to be available. Please visit Victorian Government Accessible Information, Goods, Services, Facilities and Events website for an more tips and information on accessibility.

Event organisers should also be aware of the Companion Card, which promotes the right of people with a disability, who require a companion, to fair ticketing at Victorian events and venues. The card is available to people with a significant, permanent disability, who can demonstrate that they are unable to access most community activities and venues without attendant care support. Event organisers presented with a Companion Card must provide a ticket at no charge to the carer. Visit www.companioncard.org.au.

An accessible event not only improves the experience of an event for people with a disability, but also for a wide range of other participants including families, older adults, parents with prams, performers and staff carrying equipment. Low cost considerations could include:

- Temporary portable ramps
- A person at the entry point to offer assistance, or an information booth
- Portable accessible toilets
- Clear signage and maps
- Continuous accessible path of travel, no obstructions and no “clutter”
- Easy access to move around the event for prams, wheelchairs or scooters.

For more information and resources, go to People with Disability on the Council website, www.eastgippsland.vic.gov.au

ADVERTISING

See also:

Promotion

Appendix 4: Events Marketing Planner template

Printed literature, posters, handbills or similar are not permitted to be displayed or put on or over roads or on poles or fences, bins, trees, seats, bus shelters, etc. in the shire.

Temporary roadside advertising is permitted at designated areas with a permit. To apply, go to Find a Form on Council website, www.eastgippsland.vic.gov.au

ALCOHOL

See also:

Alcohol Management Plan Toilets

Under State legislation, a Temporary Limited Liquor Licence or Major Event Licence is required from the Victorian Commission for Gambling and Liquor Regulation (VCGLR) when alcohol is being supplied or sold at an event. Applications should be lodged at least 6 weeks before the event. Visit www.vcglr.vic.gov.au to apply.

For venues or restaurants allowing public to bring their own liquor, a BYO Permit should be obtained. A Liquor License will require a site plan with a red boundary line (see Site Plan) and an Alcohol Management Plan. The red boundary line officiated by VCGLR allows consumption of alcohol in an outdoor location otherwise prohibited.

Once an event has applied to VCGLR, local police then need to be informed of the intention to sell or supply alcohol at the event.

Evidence of your liquor license will be required to be submitted with your Event Permit Application form. Please note that approval of a liquor licence is not approval for your event, nor does an event permit guarantee you will receive a liquor licence.

Sale of liquor also requires licensees to register with council under the Food Act using Streatrader (see **Streatrader** in this guide).

For more information on alcohol consumption in outdoor locations, please contact VCGLR.



Council events information stall

ALCOHOL MANAGEMENT PLAN

Regardless of whether you are selling or just serving alcohol, you are required to submit an alcohol management plan with your event.

Event organisers need to prevent the sale or provision of liquor to minors, unduly intoxicated / disorderly persons and access by minors to licensed areas. Your licensed areas should be clearly marked on your site plan, as well as any dry areas, and food and non-alcohol drinks should always be made available to guests.

Your Alcohol Management Plan should detail:

- the type of alcohol that will be available
- the containers in which it will be served
- provisions for container collection during and after the event
- designated dry areas and details of the provision of free water
- food vending/provision areas and types of food available
- the number and location of security personnel who will manage the area (this may also be included in your security plan)
- the location of toilets and the ratio of toilets per attendees
- the number of bar staff and their training levels
- the proposed trading hours of the alcohol serving areas.

AMBULANCE VICTORIA

Ambulance Victoria, along with other emergency services, need to be informed, in writing, of major events and also if your event involves traffic management.

The notification should include: date, time, venue, event details, anticipated crowd numbers, contact name and phone number. Event notifications should be sent to events@ambulance.vic.gov.au and road closure notifications should be sent to: roadclosures@ambulance.vic.gov.au. Both notifications should be sent at least 30 days before your event.

AMENITIES FOR PUBLIC EVENTS

See also:

Toilets Drinking Water

All events need access to clean toilets and safe drinking water. For more information see **Toilets** in this guide.

AMUSEMENT RIDES

See also:

Circuses and Carnivals
Inflatable Structures
Risk Management Plan
Temporary Structure

Mechanical rides and amusement rides must operate in accordance with the Occupational Health & Safety (OH&S) Act, electrical safety regulations and the Australian Standard - ME-051: Amusement Rides and Devices. Particular types of amusement structures must be registered with the Victorian WorkCover Authority or interstate equivalent. The risks associated with rides must be assessed in your Risk Management and Emergency Plan.

Event organisers and operators must ensure the amusement rides are used safely without risks to health or endangering life. Operators must be suitably licensed and trained and the equipment must be inspected and maintained (evidence must be provided via up-to-date log books). Some rides may also require an annual certification by a structural engineer. Siting approval from council may be required for event sites with amusement rides.

Supervision during operations must be by people 18 years or older, and they must be competent in operating the device and have a plan in place to respond to any incidents. Consideration should be given to overhead and underground services, electrical safety including protection of electrical supplies, testing and tagging of leads, residual current device (RCD) protection of power outlets, signage and daily checks to ensure equipment is safe.

ANIMALS, ANIMAL FARMS/ NURSERIES/PETTING ZOOS AND NATIVE ANIMALS

There are a variety of issues to consider to ensure the safety and wellbeing of both event patrons and the animals, and the activity should be considered within your risk management plan. Issues to consider include age appropriate activities for patrons, hygiene (hand washing facilities, waste removal, and cleaning of facilities), storage of holding vehicles/trailers and the training and experience of the animal keepers. Supervision by handlers at all times is required and you must have a documented response in the event of an injury, illness or emergency. Cross contamination of gastroenteritis from handling animals has been identified as a risk. For more information visit www2.health.vic.gov.au for infection control guidelines.

Mobile displays must be of suitable nature to contain the animals, and an area to allow animals to retreat from the public or other animals in the enclosures. Any animals on display which begin to show signs of stress should be removed from display immediately and allowed to recover.

Enclosures should provide adequate shelter from sun, wind, rain and extremes of temperature and access to cool clean water should be made available. Operators of Petting Zoos must comply with the Code of Practice for the Public Display of Exhibition of Animals found on the Agriculture Victoria website. Operators of Reptile Exhibits and Wildlife Exhibits must hold a valid license from the Department of Environment, Land, Water and Planning (DELWP).

AUSPICING

See also:

Governance

For events that are organised by a group that is not incorporated or a small organisation requires assistance from a larger organisation, an auspice arrangement can be used.

An auspice arrangement is a legally binding contract where the “auspicator” enters into any relevant agreement and provides support to the “auspicee”, the group who will carry out the event. Common examples of auspiced assistance is to receive funding on behalf of auspicee, Public Liability Insurance or access to administrative platforms such as accounting software.

It is advised that an agreement is drawn up and signed between both parties. In some cases, an auspicing fee may be charged by the auspicator. For more information, visit www.nfplaw.org.au/auspicing

AUSTRALIAN TOURISM DATA WAREHOUSE

See also:

Tourism

The Australian Tourism Data Warehouse (ATDW) is a national platform for digital Australian tourism information. It acts like a central distribution and storage for tourism and destination products, including events. The website is mined by websites and agencies, such as Tourism Australia and Visit Victoria, as a way to access and then showcase regional events.

Listing on ATDW also ensures your event will be listed on various event calendars, including Visit East Gippsland's What's On.

The listing is free for events.

Visit www.destinationgippsland.com.au for a guide on how to list your event on the ATDW or go to www.atdw.com.au

B

BUDGET

See also:

Cash Handling
In-Kind Support
Fundraising, Collections and Raffles
Governance
Sustainable Events

Budgets are a detailed forecast of your event's income and expenditure and getting it right is a crucial step during the planning phase of any event.

The preparation of a budget is based on reasonable prediction, identifying and costing all probable event revenue (income) and comparing your income against all predicted expenditures. A budget helps keep the event organiser within certain limitations so that the event maintains balance, stopping the event expenditure exceeding anticipated income.

When creating your draft budget, basic budgeting rules to remember are:

- Budget to avoid making a loss
- Be realistic about event income
- Have a contingency plan

Budgets are amongst the earliest tasks by an event and therefore require continual adjustment during planning, event execution and post event.

Typical event income includes:

- Ticket sales
- Fundraising and raffles
- Vendor / market stall fees
- Sponsorship
- Funding grants
- Donations
- Merchandise sales

Typical event expenditure includes:

- Venue hire
- Permits
- Staff / contractor fees
- Equipment hire (such as power, cool-room and temporary infrastructures)
- Performer / entertainer fees
- Marketing and promotion
- Administration and printing

- Waste management
- First aid
- Meal allowance
- Risk management
- Public Liability Insurance

A budget template is available on the Council Events webpage at www.eastgippsland.vic.gov.au

BUSINESS EVENTS

Business events are conferences or private activities organised by a host or organisation for delegates with a common interest or vocation, held in a venue/s.

East Gippsland offers versatile business event locations anywhere from 10 to 300 delegates, accommodating corporate functions, intimate retreats; through to venues with up to 75 bedrooms, conference facilities and catering on site.

Hosts can choose from various locations within our shire; Bairnsdale to enjoy comfort and attractions, Lakes Entrance or Mallacoota for a picturesque beachfront setting, or head inland for the lush greenery and rugged mountain ranges of the Snowy River or the Alpine High Country.

For more information call **1800 637 060** or email businessevents@egipps.vic.gov.au or go to **Visit East Gippsland Business Events website**.

BUSKING

You do not need a busking permit to busk at an event which has an event permit.

An annual busking permit is needed if you plan to busk in a public space and are not part of an event.

C

CAMPING

See also:

Planning Permit

Camping is not permitted on public land unless it is a registered camping area. If you are seeking to include camping at your event, contact your council Events Officer on 03 5153 9500 or email events@egipps.vic.gov.au as you may require a planning permit.



Lakes Entrance Summer Carnival

CANCELLATION OR POSTPONEMENT OF AN EVENT

See also:

Ticketing
Risk Management Plan

From time to time, events may need to be cancelled, postponed or interrupted. You should have plans to appropriately manage the situation and communicate the event cancellation or postponement publicly. The event organiser must also notify the council Events Officer immediately in writing.

The details of any possible cancellation should be identified in the event Risk Management Plan.

A plan should outline how to appropriately manage a situation which may result in cancellation and the likelihood of, for example:

- Setting a new event date
- Cancelling outsourced operators
- Refund money/tickets.

It is also advisable to have a contact list to ensure all stakeholders are notified. If the event is ticketed, event management will need to refund tickets, or in the case of postponement, change the dates via the ticketing website.

CASH HANDLING

See also:

Ticketing

Should your event need a float or cash handling, ensure your volunteers or staff adopt safe cash handling practices.

WorkSafe Victoria have available the Cash-in-transit: A guide to managing occupational health and safety in the cash-in-transit industry. This document provides information on how to manage, reduce and eliminate risk associated with cash handling.

CIRCUS AND CARNIVALS

See also:

Amusement Rides
Place of Public Entertainment Permit
Temporary Structures

East Gippsland has various open space venues available for travelling circus and carnivals. Contact the council Event Officer to assist you with identifying a suitable site and availability. Various fees will need to be paid before activity, these include a site bond, event permit fee, land-use fee and Place of Public Entertainment permit fee.

An Occupancy Permit (OP) will be required for any Prescribed Temporary Structures, such as a circus big top (see Temporary Structures in this guide) and a Siting Approval (per condition 1 of Occupancy Permit) must be conducted by council's Municipal Building Surveyor. Siting Approval takes place before arrival at location and also after any temporary structure is erected. A site inspection is also carried out by council land manager before and after activity to determine the condition of the land. Any repair to damaged land will be deducted from the site bond.

A Place of Public Entertainment (POPE) Permit, as well as an Event Permit, may be required to conduct a circus or carnival on council-managed land. For more information, please contact the council Municipal Building Surveyor on **03 5153 9500**. All carnivals and circus should operate under the guidelines of the Good Neighbour Code of Practice for a Circus or Carnival (October 1997) which outlines procedures to ensure noise and nuisances do not impact neighbours.

CONTACT LISTS

A comprehensive contact list is essential for event organisers. Contact lists include event personnel and volunteers, emergency services and media contacts should be included in your event plan.



Womens Mountain Bike Australia XCO National Series

COMPETITION AND RACING EVENTS

See also:

Road Closure
Victoria Police

Any type of race or competition event that takes place on a major road will require a permit from VicRoads and the Victoria Police. These permits can take up to 60 days each. Permits are required for both small and large racing events.

We recommend the following timeline for race or competition events on major roads:

1. 6 months before event - develop a Traffic Management Plan by a qualified person
2. 5 months before event - put in your road use application to VicRoads
3. 4 months before event - put in a Council event permit application with supporting documents including your VicRoads permit
4. 2 months before event – upon receiving your Events Permit, put in your permit application to Victoria Police.

For events on local (council) roads, you need a Victoria Police permit. To apply, you will need your Event Permit to. You may also require to put in a Council Temporary Road Closure Permit Application Form. Other emergency services must also be notified, such as Ambulance and CFA.



Barry Sheene Tribute Ride

COUNCIL MANAGED LAND

See also:

Halls and Reserves

Council land, or council managed land, means any land, including a road, canals or waterways which council owns, occupies, manages or otherwise controls.

All events that are held on council land require an event permit. If you are unsure if your event site sits on council land, please call your Events Officer.

Council also own numerous halls and reserves. Majority are managed by a committee. See Halls and Reserves in this guide for more information.



Minnow Championships by Gippsland Lakes Yacht Club

CROWN LAND (RESERVES) ACT 1978

The Crown Land (Reserves) Act 1978 reserves Crown land for certain purposes and details how it is managed. Council does not manage all Crown land.

The following are other Acts and Legislation that help govern public land:

- **Marine and Coastal Act 2018:** Protecting and enhancing our coastline and its waters is important for Victoria to support business, tourism, recreation, wellbeing and biodiversity. In August 2018, the Victorian Government introduced a new Marine and Coastal Act which improves management and oversight arrangement for the state's marine and coastal environment. Department of Environment, Land, Water and Planning (DELWP) is the key department that implements this Act.
- **Planning and Environment Act 1987:** The purpose of this Act is to establish a framework for planning the use, development and protection of land in Victoria in the present and long-term interest of all Victorians. It provides the opportunity for municipalities to identify key issues in their area and develop local strategies and policies to ensure orderly planning is achieved considering environmental, economic and social issues. For coastal municipalities, this will include identifying objectives for protection and sustainable development of the coastal environment through zoning and overlay provisions within the scheme.
- **Port Management Act 1995:** East Gippsland is home to a significant lake, river and coastal system which is partly managed by Gippsland Ports whom operate under the legislative obligations of multiple Acts, including the Port Management Act 1995.

For a list of Acts and regulations that affect Public Land, go to www.delwp.vic.gov.au/legislation/acts-and-regulations.

D

DIAL BEFORE YOU DIG

See also:

Parks and Reserves
Marquees

Contact Dial Before You Dig (www.1100.com.au) for information about utility assets at your event site before you put up major temporary structures.

Many popular community parks and reserves in East Gippsland have irrigation pipes laid beneath the grass. Therefore, we do not allow any in-ground supports or pegs to be used in these locations. See **Marquees** in this guide for more information.

DRINKING WATER

Drinking water is essential at events to prevent heat exhaustion and dehydration. All events and venues have a responsibility to make drinking water accessible and available to patrons.

Drinking water can be made available by providing drinking water stands/fountains for attendees to fill up their own water bottles. Or, if bottled water is the only available source, it must be provided at a cost lower than the lowest price of any other drink sold to patrons. The location of drinking water facilities must be clearly indicated via directional signage and on your site plan.

East Gippsland Water has a water trailer for hire which is available in areas with town water supply. The water trailer is available free to community and/or non-profit making events. For other events the water trailer may be available for hire at a cost of \$500. For more information or to book the water trailer, visit www.egwater.vic.gov.au/drinking-water-trailer.



Snowy River Sprint

DRONES

Drones or Remote Piloted Aircraft (RPA), can be used to film an event, however certain restrictions apply. The drone must not be flown:

- Within 30m to people – other than those helping to fly or navigate your drone.
- Above a populous area at any height or time of day. This includes festivals, sporting ovals, beaches, parks, busy roads and footpaths
- In a way that creates a hazard to another person, aircraft or property
- Near emergency situations

To film an event at night, you must be working under a Remotely Piloted Aircraft Operators Certificate and hold a Remote Pilot License. All night flights must stay in visual line-of-sight of the drone, and must not fly higher than 400ft (120m) above ground level.

For a full list of the rules and regulations surrounding drone usage, please visit the Civil Aviation Safety Authority (CASA) website at www.casa.gov.au/drones.

We recommend you research your event requirements and site, before committing to drone footage.

DUTY OF CARE

See also:

**Infection Control
Risk Management Plan**

Organisers have a duty of care to all people working, volunteering or attending their event. Duty of care is the moral or legal obligation to ensure safety and wellbeing of others and is outlined in the Occupational Health and Safety (OHS) Act 2004, the main workplace health and safety law in Victoria.

Events are considered worksites and a Risk Management Plan helps to identify, mitigate and manage event risks and ensure safety for all.

E

ELECTRICAL SAFETY

See also:

Power

Ensuring safe electrical installations at stalls, stages and in public areas of festivals and events helps avoid dangerous consequences, including fire, electrical shock, injury or death. It is the responsibility of the event organiser and/or operators of electrical equipment to ensure adequate controls are in place to protect staff, volunteers and members of the public.

An electrical installation uses either mains power and/or generators and includes extension cords, power boxes and stationary or portable electrical appliances and devices. Testing and tagging by a licensed electrician is a necessary part of electrical safety and Australian Standards specifies all electrical equipment exposed to a non-hostile environment to be tested at least every 12 months. Testing and tagging ensures all electrical devices and appliances have no damage or fraying and determine the electrical output.

See below for other strategies to comply with electrical laws and regulations to ensure electrical safety:

- Double adapters should not be used on power boards
- Electrical cabling should be protected from pedestrian and vehicular traffic at all times. Cabling should not be run on the ground unless approved ramp style protective covers are in place to adequately protect the cabling from crushing (rubber floor mats are not acceptable)
- Extension leads should only be used where there are matching ends (i.e. 10amp socket into a 10-amp plug) and earth pins are present
- In-date fire extinguishers suitable for electrical fires and, where required, fire blankets must be nearby to electrical equipment and persons trained to use the equipment.
- The power requirements of food vans should be clarified before the event to ensure there is sufficient capacity at the event
- Generators must comply with Australian Standards, be in safe working condition and be operated by a responsible and trained person
- Generators should be located in a safe and well-ventilated position and should not be accessible to the public. It is advisable to check the noise levels before the event and use silenced generators where possible
- Recommended that Residual Current Devices (RCDs) from generators must be manually tested each day by the operator (event organisers should check the log book)

- Fuel should be stored in specific containers and refueling should not take place when event visitors are on site and must be done by a trained person

Please read **Electrical Safety at Festivals and Events** for more information on electrical safety and installation guidance at your event.

EMERGENCY MANAGEMENT PLAN

See also:

Emergency Communication Emergency Services

An Emergency Management Plan is a written set of instructions that outlines what your employees, contractors or volunteers should do in the event of an emergency such as a fire, explosion, dangerous chemical release, medical emergency, bomb threat or robbery, heat wave, storm, explosion, external emergency, etc.

A plan should be developed in consultation with stakeholders to include:

- Detailed Incident Response Procedure for enacting the Emergency Response Plan
- Detailed arrangements to request emergency services for assistance
- Detailed arrangements to hand control to emergency services
- Identify personnel who can authorise evacuation
- Contact list of event stakeholders, emergency services and emergency phone applications to install (such as Vic Emergency)
- Identified areas with no mobile phone coverage
- Identify how the event will communicate the emergency plan with security, emergency services and event personnel
- Identify on the site plan the emergency operation centre, access for emergency services and evacuation areas

Your emergency plan should include an Evacuation Plan. This plan is a map of the event area, clearly indicating all evacuation points, meeting points and emergency services' locations. It should also highlight how the crowd will be informed of any evacuation needed, who will be charged with the responsibility to evacuate, as well as the roles of nominated wardens and safety officers who must have the appropriate skill sets. Adequate lighting must also be considered for events at night. If any major incident occurs on site, Victoria Police may take control of the venue.

For further information on emergency management specific to your event, contact your Events Officer.



ColourFest at Lakes Entrance

EMERGENCY COMMUNICATION

In the event of an emergency, it is crucial that emergency services personnel and those with the responsibility for managing the event can communicate with each other, including security and representatives outside of the venue.

Your Emergency Management Plan should include what communication methods you will use in an emergency and what back-up systems are available.

Event organisers should have an emergency contact list on hand at all times for the duration of the event. This list should include contact details for staff, contractors, performers, entertainers, emergency services, security personnel and other organisations that may be required during the event.

EMERGENCY SERVICES

Medium to High Risk event organisers should notify emergency services (Police, Ambulance and CFA) of their event in writing at least one month before the event date. Consultation and input may be required for some events. The notification should include: date, time, venue, event details, anticipated crowd numbers, contact name and phone number.

Emergency services may be able to provide advice on issues such as crowd control and security, traffic management, monitoring alcohol, drugs and fire safety. Advice should be sought early in the planning stages.

EVENT BRIEFING AND DEBRIEFING

See also:

Community Consultation

For major events, a briefing with all key stakeholders and emergency services, including council, is required early in the event planning process. The purpose is to inform stakeholders of the event details and emergency management plans. Concerns and issues relating to the event can be raised and necessary changes should be made.

The briefing is an opportunity to discuss operational orders, emergency evacuation procedures, event personnel and contact numbers, communication strategy, staffing arrangements and the security plan. As well as the plan for when the event is cancelled or postponed including excessive winds, rain, storm, insufficient ticket sales, performer cancellations, first aid posts, safety audits etc.

A debrief should be held 1-2 weeks after the event to review and record the key issues that impacted on the success of the event. A list of recommendations should be developed for future planning of the event.

EVENT CATEGORY

All events are categorised as either low, medium or high risk. The difference between these categories helps to determine how long an event permit may take to be issued and other factors such as notifying emergency services, community consultation and requiring additional permits. If your event has one high risk activity, your whole event will be categorized high risk. For example, your event may have 50 patrons and have no road closures (low risk), but the use of fireworks will make your event a category 3 (high risk).

A major event is any event that is either a medium or high risk event

Type of activities	Category 1 LOW RISK EVENT	Category 2 MEDIUM RISK EVENT	Category 3 HIGH RISK EVENT
Number of Patrons	Up to 99	Between 100 - 499	500 and over at any one time
Food and Beverage	Serving, selling, external vendors. Non-alcoholic only.	Serving, selling, external vendors. Non-alcoholic only	Serving, selling, external vendors. Liquor is sold and consumed
Hours of Operation	Held between 6am and 6pm	Finishes between 6pm and 9pm	Finishes after 9pm
Infrastructure	Total space used by temporary structures up to 50m ²	Total space used by temporary structures is between 51m ² and 150m ²	Total space used by temporary structures is larger than 151m ² . Event has an outdoor stage, tiered seating and temporary fencing
Impact to traffic and roads	No impact on roads	Event held near or on a minor road requiring road closures or traffic management	Event has road closures on major roads and/or impacts normal use of roads
Noise and Amplification	Amplified music and/or announcements	Amplified music and/or announcements	Amplified noise and live music, entertainment and activities. Use of audio/visual equipment
Fireworks	N/A	N/A	Event has pyrotechnics display
Amusements	N/A	Inflatable structures (jumping castles)	Event has multiple mechanical amusement rides

EVENT ORGANISER OR COORDINATOR

An Event Organiser is responsible for the overall management of the event and will be council's key contact. The role and responsibilities of an Event Organiser include troubleshooting, logistical operations, event delivery and public and media liaison. The Event Organiser should be contactable throughout the event planning, evaluation and delivery stages.

EVENT PLAN

See also:

Appendix 1: Event Planning Checklist Template

Every event, regardless of its size and nature, needs an event plan. Your event plan is a collection of all the decisions and arrangements that you have made to ensure that the event is safe for all event personnel, attendees, volunteers and stakeholders, that your event is set up according to the site plan, to ensure that all involved know what their responsibilities are, that the intended program is delivered and so the public have an enjoyable experience.

There are some common 'ingredients' that should be included in all event plans. This is known as a basic event plan.

Contents of a basic event plan is:

- Event overview
- Event program
- Organisation Structure/Governance Plan
- Site/venue plan
- Staff/volunteer contact list
- Operational contact list
- Operations Plan
- Risk Management Plan
- Emergency Management Plan
- Marketing and Promotion Plan

Additional plans for major events may include:

- Traffic Management Plan
- Power Management Plan
- Lighting Plan
- Noise Management Plan
- Food Management Plan
- Alcohol Management Plan
- Accessibility Plan
- Crowd Management Plan

- Waste Management Plan
- Medical and First Aid Plan
- Event Safety Assessments
- Backstage and Production Management Plan
- Crisis Communication and Media Relations Management Plan

You can discuss your event further with your council Events Officer to help identify other information your event plan may require. An Event Planning Checklist template is available on the Council website at www.eastgippsland.vic.gov.au

EVENT OPERATIONS CENTRE

Regardless of the size of your event, it is likely that you will need to have an onsite operations centre, an area where your staff and volunteers can meet and act at a central location. For example, attendees to ask questions, receives lost property and where permits and other event information can be found. Examples of Event Operations Centre are Information Stalls, entry gate or a community building.

Event Operations Centre needs to be shown on your site map.

EXTREME WEATHER

See also:

Emergency Management Plan Risk Management Plan

Victoria's weather patterns change frequently, and event organisers need to have a contingency plan for extreme weather such as heat, rain, high winds etc. Especially events that will have, but not limited to, any outdoor sporting activities, marquees, inflatable structures or electrical equipment.

Factors to include are:

- Will the event still continue in such conditions?
- Relocating the event and how this will be communicated to attendees?
- What impact will extreme weather have on audience numbers?
- Will the event still comply with the Occupational Health & Safety Act? (see **Duty of Care**)
- What will be implemented to ensure staff, volunteers and patrons are safe?

Please see Fire Safety for more information about Extreme Fire days / Total Fire Ban and Code Red Fire Days.

F

FEEDBACK AND EVALUATION

Getting feedback from your attendees, participants, volunteers and staff is one of the most important things you can do to learn more about the event's success and to assist any successive event planning.

Two main ways you can gain feedback of your event is focus groups and surveys. You can also have a feedback box at your event Information Stand, or use social media to request private feedback to your event email.

Focus groups gather selected people to have a guided discussion on any topic. Focus groups work best with a chair or facilitator and another group member to capture discussion and write up a report.

Surveys, a series of questions answered by an individual, can either be on paper or using an online platform. Paper surveys can be conducted face-to-face, which has an advantage to connecting with your event attendees and getting more response. However, on-line surveys benefit from data analysis from the responses. Survey Monkey is a popular free on-line survey website.

Typical objectives of your event evaluation is:

- Were expectations of the event met?
- What worked?
- What didn't work?
- What form of marketing was most successful?
- What would attendees like to see different?
- Compared to similar events, how did the event compare?

FIND A FORM

Council forms mentioned in this guide are found on the www.eastgippsland.vic.gov.au/council/find-a-form

FIREWORKS

See also:

Notifying Residents and Businesses Risk Management Plan

If you plan to have fireworks (display and/or theatrical), or any form of pyrotechnics such as Chinese firecrackers at your event, there are a number of steps required to legally discharge, whether your event is on private or public land.

1. All pyrotechnic displays are required to engage a licensed pyrotechnical company
2. The pyrotechnician will need to notify WorkSafe Victoria in writing at least 7 days before discharging fireworks
3. Pyrotechnician must not discharge any fireworks unless they have also given council a written notification at least 7 days before proposed display
4. The pyrotechnician must also contact the Country Fire Authority (CFA) at least seven days before the proposed display
5. Apply for a Waterways Event Permit with Gippsland Ports 14 days before the proposed fireworks display on waterways
6. Notify residents and businesses likely to be affected by noise



Fireworks at Lakes Entrance

If your fireworks display is part of an event that requires an event permit, we strongly encourage you to have all appropriate notifications in place at least 1 month before event. Your WorkSafe permit and written notification to council will form part of your application and an event permit will not be issued without the additional documents. It is advised that you discuss the fireworks plan first with your council Events Officer.

If the event falls on a Total Fire Ban day, the CFA may withdraw its permission and the fireworks display cannot go ahead.

The fireworks display must be included in the Risk Management Plan and the pyrotechnician also submits a Risk Management Plan and Safety Plan. The Safety Officer/s must be familiar with all aspects of the fireworks display including the type of fireworks, conditions of the permit, implementation and emergency response. Suitable firefighting equipment must be available.

FIRE SAFETY

See also:

Event Cancellation and Postponement

Event risk assessments must consider fire safety. You should think about potential fire sources and how to reduce the likelihood and outcomes of any fire. Where BBQs and other flame sources or electrical equipment are used, fire extinguishers and fire blankets are required. Other fire protection equipment may also be needed.

Events with any open flame (including gas cooking) in an open environment are deemed high risk and you need to notify CFA, and other local emergency services. The notification should include: date, time, venue, event details, anticipated crowd numbers, contact and phone number. On Total Fire Ban days a permit from the CFA will be required for events with any open flame. For more information on Total Fire Ban days visit www.cfa.vic.gov.au/warnings-restrictions

Code Red Days are the worst conditions for a fire to become uncontrollable in any area. Events must be cancelled if a Code Red Day is declared by CFA. Council will revoke event permits on these days.

It is the responsibility of event organisers to acknowledge the fire danger declared for your event day. Code Red days normally come with 2 – 3 days' notice, however there have been some instances when notice has been as little as 12 hours.

FIRST AID, HEALTH AND MEDICAL

See also:

Duty of Care Emergency Management Plan

You may need to have accredited first aid officers at your event. To assess the services required, do a risk assessment and talk to first aid providers, taking into account the Duty of Care of all who attend.

The risk assessment should consider a range of factors including the number and profile of patrons, the type of activities taking place, the event environment, history of the event, time of year (weather conditions etc.), impact on the broader community and proximity to medical care. The outcome of your risk assessment will determine number of first aid officers.

St Johns Ambulance recommends events with up to 1000 attendees requires at least 2 first aid officers, and 4 first aid officers if number of attendees is 2000. Any event with 3000 or more should consult with their first aid organisation. However, each event is unique and all factors need to be considered to determine final number of accredited first aid officers.

First aid facilities require a fully stocked first aid kit and clear first aid signage as well as adequate lighting, flooring, access to water, power and appropriate ways to dispose of waste. First aid facilities should be located centrally, but not directly near areas of high noise, such as rides and stages.

Ambulance Victoria needs to be notified for all medium to high risk events. Ambulance Victoria should be consulted for major events that are likely to require an ambulance (or command resource) and may impact the broader community.

Visit www.ambulance.vic.gov.au/about-us/our-services/public-events/ for more information.



Paynesville Food Van Fiesta

FOOD AND BEVERAGE SAFETY

See also:

Electrical Safety
Food and Coffee Vendors
Gas Safety
Streatrader
Tobacco and Smoking

Businesses which sell and prepare food must register their premises with council. Businesses must also ensure that they hold the required Food Act registration or notification via a statewide online registration 'Streatrader'. The business must then submit a statement of trade via their Streatrader account for any event they are attending.

Community groups selling and preparing food register also register and lodge Statement of Trade with Streatrader.

It is the responsibility of the food business to ensure that food safety requirements are complied with and that the food and beverage sold presents no risk to public health. The event organiser should also ensure that vendors are registered and have lodged a statement of trade.

Council's Environmental Health Officers monitor the safety of foods sold at local markets, events and festivals and are authorised to inspect any food premises to ensure compliance.

For further information visit
www.streatrader.health.vic.gov.au/ and
www2.health.vic.gov.au/public-health/food-safety/food-businesses/starting-a-food-business

For further details regarding food safety, food stalls, vans and the temporary food guidelines, visit
www2.health.vic.gov.au/public-health/food-safety

See also Electrical Safety and Gas Safety in this guide as food vendors have specific power requirements that will need to be met by the event organisers. Please also consider hiring a cool room for safe food storage of food. Appropriate fire extinguishers and blankets, plumbing, flooring, signage and waste disposal systems should be in place. Evidence of public liability insurance should also be obtained.

FOOD AND COFFEE VENDORS

See also

Electricity
Food and Beverage Safety

Events benefit from having food and coffee available, and East Gippsland is home to numerous operators that set up at markets and events. To assist local events, Council Events Team have a list of operators, and their contact details, which we provide upon request. You can also find local operators at markets and search social media.

When setting up a food court area, be aware of your power supply as some food vans have higher draw requirements than others. Have a registered electrician assess your available power. If a food van supplies its own power with use of a generator, you will need to be aware of any noise pollution created. Any electrical cords and power leads must be tagged and tested and covered up at all times to avoid trip hazards.

FUNDRAISING, COLLECTIONS AND RAFFLES

If you want to fundraise before an event, as part of an event's income, you may need an permit. See below for typical fundraising and what is needed.

You can also visit Consumer Affairs Victoria at
www.consumer.vic.gov.au/clubs-and-fundraising

Street collection: A council permit is required for street collections, and any fundraising activity on or near a council-managed road. A permit is only granted to not-for-profit organisations. Please go to Street Collection Permit Application form on council website.

Fundraising: Community and charitable organisations seeking to fundraise via raffle sales or donations on council land must apply for a permit and have a current Public Liability Insurance. You can only fundraise at our Approved Raffle Sites. Please go to Community Site Booking Application for a form.

Raffles: Raffles may also be sold and drawn at your event. If a raffle prize is valued over \$5,000, a minor gaming permit is required from the Victorian Commission for Gambling and Liquor Regulation (VCGLR). If the value is less than \$5,000 you don't need a permit but you should comply with regulations. For further information, visit
www.vcglr.vic.gov.au.

If you are conducting a raffle or fundraising on behalf of a community or charitable organisation, you must have written consent.

G

GAS SAFETY

All gas installations (e.g. gas bottles, cooking equipment, camping equipment, outdoor heaters) used at events must be certified as complying with current Vic Regulations and safety standards. The Code of Practice for The Safe Use of LP Gas at Public Events In Victoria is available from Energy Safe Victoria (ESV) and is a useful guide to ensuring gas safety. It covers safe gas cylinders, how to secure cylinders and store gas safely. For more information, please visit www.esv.vic.gov.au/gas-technical-information-sheets/code-of-practice-safe-use-of-lpgas-public-events/

It also specifies the type of surfaces permitted for gas cooking appliances, ventilation requirements and issues relating to using gas in marquees. Caterers should read the Catering Vendors Information Pack along with the Code of Practice. All mobile catering vans should have an Energy Safe Victoria Compliance Plate fitted (or interstate equivalent). This should be a condition when contracting mobile vans.

Food vendors and others using gas at your event should complete an ESV Gas Safety Checklist. Event organisers should ensure the checklist has been completed before the event starts. As the event organiser you have the right to remove from the site any person using or intending to use gas who fails to complete the checklist, makes a false declaration or knowingly uses an unsafe gas installation. These checklists are available at Energy Safe Victoria. Note: Energy Safe Victoria conduct audits at events from time to time to ensure the safe use of gas.



Wild Harvest Seafood Festival

GOOD GOVERNANCE

Good governance is an organisational approach that is committed to creating a system that is fundamentally equitable and founded in complying with the law and protecting civil liberties of all touched by the organisation. The following are the 8 factors of good governance:

- Participation and openness
- Rule of law
- Transparency and the free flow of information
- Responsiveness
- Consensus orientated
- Equity and inclusiveness
- Effective and efficient collaboration
- Accountability

Visit www.providers.dhhs.vic.gov.au/governance-community-organisations for more information.

GRANTS AND FUNDING

See also:

Appendix 8: Help Sheet for Applying for a Grant

In recognition of the importance of events and festivals to our community, council makes a range of grants available. You can directly discuss your event with an events officer, and to find out what available funding best suits your event.

There are also many other grant opportunities by other government bodies and organisations including;

- Victorian Government Grants and Programs
- Visit Victoria Regional Events Fund
- Australia Council Grants Program
- Foundation for Rural & Regional Renewal Grants
- Creative Victoria Grants and Support
- Victorian Multicultural Commission Grants and Programs
- Sporting Victoria Significant Sporting Events Program

For further details, contact the council Events Officer on **03 5153 9500** or website www.eastgippsland.vic.gov.au/community/grants.

East Gippsland Grant Finder, a Grant Guru searching platform, is available on the Council Grants website. Grant Guru provides a comprehensive list of grant and funding opportunities from Victoria and around Australia.

H

HALLS AND RECREATION RESERVES

Council own numerous halls and reserves across the shire. Events with activities within the normal use of the hall or reserve can use these locations for their event.

If your event is held at a community hall or on the grounds of a recreation reserve, you will not require an event permit unless the event sits outside the normal use of the hall or recreation reserve such as a circus.

Majority of Council's halls and reserves are managed by a Committee of Management on behalf of Council and will need to be contacted to book the location. You will find a list of all the hall and reserve committees, with contact details on the Council Community / Committees of Management website.

HEATWAVE

See also:

**Drinking Water
Extreme Weather**

A heatwave is a period of unusual and uncomfortable hot weather that could impact people's health, community infrastructure (such as the power supply), and services.

Heatwaves can affect anybody and cause illness such as heat cramps, heat exhaustion, and heat stroke, which may be fatal. The most important things to remember are:

- keep cool
- drink plenty of water
- stay out of the sun
- look after yourself and others.

See www2.health.vic.gov.au/public-health/environmental-health/climate-weather-and-public-health/heatwaves-and-extreme-heat for further information.



Beach Netball at Lakes Entrance

I

INFECTION CONTROL

It is the event organiser's responsibility to ensure that any person attending their event is not at risk during infectious disease breakouts, such as Covid-19, exposed to or handling potentially infectious substances such as bodily fluids, blood, medical waste and used syringes.

Major infectious disease outbreaks can heavily restrict events as seen during the Covid-19 pandemic. Leading up to the event, organisers must make themselves aware of any infectious control restrictions through the Department of Human Services website, www.dhhs.vic.gov.au. For the duration of the event, regular monitoring should occur to ensure infection control procedures are in place. This could include cleaning toilet facilities, monitoring waste disposal, surveillance of food handling practices and sewage leakage.

Event organisers must ensure all event staff, volunteers and contractors are familiar with safety procedures, personal protective equipment and have access to the necessary equipment to dispose of waste.

INFLATABLE STRUCTURES

See also:

Risk Management Plan

If you are planning to have inflatable structures (jumping castles and other inflatables), the location and safety issues must be considered. Inflatable structures have been linked to serious incidents resulting in injury. Event organisers must be aware of the risks involved and be aware of the manufacturer's specifications in relation to wind speed, anchoring requirements, the number of people allowed on or in the structures and the type of activity permitted.

Anchorage of the structures must be considered in advance as it is unlikely pegging will be permitted due to underground irrigation in parks and gardens. Motors and blowers should be isolated from crowds and a fence put around the entire motor area. Weather and wind speed should be constantly monitored and the structures closed or deflated if wind speed exceeds the capacity of the structure or if safety is a concern.

There should be appropriate supervision at all times (by persons at least 18 years of age). Electrical safety must be considered (including residual current device (RCD) protection on power outlets), and there must be safe impact absorbing mats on exits, entrances and other open sides.

There should be no contact with overhead structures, lines, trees etc. The structures should be fully tested prior to public

access and have signage. Please refer to AS/NZS 3533.4.1 for further details.

Some risks associated with inflatable structures include:

- poor supervision
- improper use such as exceeding number of persons using device at the same time
- inadequate anchoring
- extreme weather
- exit and entry points blocked
- trips and falls from anchorage points

IN-KIND SUPPORT

See also:

Volunteers

In-kind support is the free contribution of things such as donated services, goods or volunteer labour which supports an event. It is recommended that in-kind support forms part of an event budget, especially in situations when an event is seeking sponsorship.

INSURANCE

See also:

Risk Management Plan

Managing a public event includes ensuring the safety of event staff, volunteers, contract staff and the public. When an event is held on council land, a \$20 million Public Liability Insurance is required in every instance. Your insurance should cover all activities at the event including set up, staging and dismantling your event. Depending on the nature of your event and the level of risk, your Events Officer may request that East Gippsland Shire Council is noted on your certificate of currency as an “Interested Party”. You may also be required to include a copy of the insurance policy of any trader that brings increased risk, such as a fireworks provider.

If your organisation does not have insurance, then you will need to find another organisation to support your event (called auspicing) and provide insurance coverage. Approval of your event cannot be granted until your Events Officer has a copy of the insurance policy.

ITINERANT TRADERS

There are several itinerant food traders who have a licence with council to operate in prescribed areas. When planning an event, event organisers are encouraged to offer these regular food vendors the opportunity to operate at your event when appropriate. To obtain details of the traders, contact the Events Team.

LAND AND ASSET PROTECTION

Council has numerous public spaces including parks, foreshores and reserves that event organisers can use to hold events. As many of these spaces have significance, event organisers are responsible for looking after the space and for the cost of reinstating the space to the condition it was in before the event if required.

Many high amenity open spaces have underground irrigation controlled by soil moisture sensors to help with site maintenance. Therefore, no in-ground supports are to be used in these locations. Any damaged irrigation pipes need to be reported immediately.

Where significant damage occurs to a road or council-managed land as a result of an event, the event organiser is responsible for reinstatement costs. To minimise the likelihood of this occurring, please liaise closely with your council Events Officer.

L

LAND MANAGERS

All events on public land require a council event permit but may require additional approval or permits depending on where the event is held.

Examples include:

- Parks Victoria for National Parks
- Gippsland Ports for events on waterways or utilise Gippsland Ports infrastructure
- Department of Environment, Land, Water and Planning (DELWP) for events on land 200m from any coastline or waterway, state forest, some reserves and East Gippsland Rail Trail.
- VicRoads for use of major roads

LIGHTING

Lighting is vital to ensure a safe environment. It is important that all walkways, emergency entries/exits are well lit at all times. Include lighting in your risk assessment and plan for required power usage and electrical safety.

Lighting is required if the event and/or set up or pack down is after dark or in the early morning.

M

MARKETING YOUR EVENT

See also:

**Media Kit
Promotion**

Appendix 4: Events Marketing Planner Template

A successful event can be measured by the marketing strategies undertaken to promote your event. Marketing helps to define your event's purpose (why you are holding your event), raise awareness and attract interest. Marketing includes the following aspects:

- Client profiling (who are you trying to attract to your event?)
- Branding, including event logo
- Advertising
- Social media
- Event signage
- Website engagement
- Community collaboration
- Merchandise
- Media releases

A Marketing Plan establishes your marketing budget, what message you want to convey and what will give you the best outcomes such as attendee numbers.

East Gippsland Marketing Inc (EGMI) is East Gippsland's major marketing and promotion organisation and works in collaboration with council. EGMI have a vast social media reach locally (#loveeastgippsland) and are available to provide limited marketing assistance upon request.

Destination Gippsland is the Regional Tourism Board and the peak tourism organisation for Eastern Victoria. Destination Gippsland can provide your event with marketing tools, publicity and grant opportunities. They also have a large social media reach that you can tap into by using the hashtag #visitgippsland. The best way to have your event featured by Destination Gippsland and Visit Victoria is to enter the event onto the Australian Tourism Data Warehouse website. See Australian Tourism Data Warehouse in this guide.

The council Events Team can also provide you with resources to market and promote your event locally. An Events Marketing Planner template is available on the Council website at www.eastgippsland.vic.gov.au. For further details, contact **03 5153 9500**.

MARQUEES

See also:

**Place of Public Entertainment Permit
Risk Management Plan
Temporary Structures**

Marquees and other small structures like umbrellas need to be secured at events as they can quickly become airborne in windy conditions. You must include marquees and other small structures in your risk assessment with a plan ready in case the wind picks up.

How to anchor small structures must be considered in advance as it is unlikely pegging will be permitted due to underground irrigation in popular local parks and gardens. As an alternative to in-ground supports council recommends sandbags or concrete blocks to keep down marquees and other structures.

Your Events Officer will inform you of this condition when issuing your event permit. If you are unsure and need to plan for stabilising temporary structures, please ask your Events Officer at the time of applying for event permit.

Events with marquees that measure 100m² and above will require a Place of Public Entertainment permit, this includes any continuous, joined set up of marquees. Go to Place of Public Entertainment Permit in this guide for more information.

MEDIA KIT

See also:

**Event Plan
Australian Tourism Data Warehouse**

A media kit is a group of documents and images to promote your event. It should include:

- Details including event name, place, opening and closing times, entry fee
- Contact person and their phone number (person must be willing to speak to media and be available)
- Approx. 25 word description with any special details in program
- Short description around 250 words. This should also include the media contact details.
- Long description of event around 1000 words
- 10 great photos relevant to your event. All photos should be 'high-resolution', minimum 2MB (taken with a camera, not a phone)

Media kits are useful for different media platforms to register you event, especially on-line magazines and marketing organisations. Media kits ensure a consistent message is delivered.

MUSIC AND RECORDING LICENCES

See also:

Noise Management

If you are playing or performing music and/or music videos at your event, you may require a license from APRA AMCOS. APRA AMCOS provide an easy way to legally play music at your event. Different licensing exists for free events and ticketed events. For more information visit www.apraamcos.com.au.

- Complaint response procedure and how responsible authorities and the public can contact the event organisers regarding noise levels
- How sound levels will be adjusted by event organisers upon receiving a complaint

Noise management plans assist event organisers to predict the impact of their event on the surrounding community. Noise management plans also provide the community with information on how noise from the event will be minimised. Residents may lodge a complaint that event noise is adversely impacting on the amenity of the area to council and/or Victoria Police, who will investigate and take action where necessary.

For more information contact council Community Laws or Environmental Health on **03 5153 9500** or your Events Officer.

NOTIFYING RESIDENTS AND BUSINESSES

See also:

Stakeholders

All events that impact residents and businesses in some way are expected to publicly announce their event.

Notification should be targeted, and can either be done by phone, direct mail drop, local notice board or announcement in a local paper. Notifying residents provides specific information about the event; general event marketing/promotion is not sufficient. The following should be considered when notifying residents:

- Times and location of event
- Event activities
- Potential noise disturbance
- Parking requirements
- Set up and pack down times
- Contact names and numbers

Notification of your event helps build rapport with your local community and reduces the likelihood of complaints. Organisers should notify at least a month prior to event. Notifying your community may result in making relevant changes to the event plan in accordance with community feedback. This may include changes to road closures, noise levels and parking.

N

NOISE MANAGEMENT

See also:

Notifying Residents and Businesses Place of Public Entertainment Permit Risk Management Plan Temporary Structures

Managing noise levels is an important part of council's commitment to providing a liveable environment for all. Noise disturbance from events includes music, vehicles, patrons and activities. Event plans should include strategies to address potential noise issues. Proactive measures such as crowd control, positioning of loudspeakers and timing of events can improve the control of noise.

Environment Protection Authority (EPA) Victoria has regulations for venues and outdoor venues. See EPA website for more information, www.epa.vic.gov.au.

As part of your event permit application, we ask all organisers of events with noise disturbance to outline the timeframe of noise and how you will notify affected residents and businesses. A noise management plan may be requested by your Events Officer when assessing your event application. This plan may also form part of an overall 'acoustic engineers report'.

Typically, a noise management plan would include the following details:

- The type and timing of entertainment
- Stage orientation, speaker height, arrangement, orientation and noise reduction measures
- How the public will be informed of the event
- Maximum sound pressure level that will be produced at the event
- Methods of pre-event sound pressure level (db.) testing

O

OCCUPATIONAL HEALTH & SAFETY

See also:

**Duty of Care
Risk Management Plan**

Under the Victorian Occupational Health and Safety (OHS) Act 2004, it is the event organiser's responsibility to provide a safe operational environment. Under this legislation, event organisers must ensure, as reasonably practicable, that people are not exposed to risks arising from their work at the event. Proactive attention by event organisers may be achieved by a process of identification, assessment and control of safety risks. It is important that safety is comprehensively managed and communicated by and between all relevant duty holders. See Risk Management Plan in this guide for more information.



Cattlemen 100 MTB Omeo

OFFICIAL ATTENDANCE BY THE MAYOR

The Mayor and Councillors of East Gippsland Shire Council are strong advocates for participating in their community. A formal invitation to speak or present at your event can be extended to the Mayor or Council representative using a Speech Request Form, available upon request from your Events Officer. The invitation is to be emailed to your Events Officer or to feedback@egipps.vic.gov.au attention: Councillor Support. The Speech Request Form will ask for a brief breakdown of the event and requires the event organiser to be specific in what the Mayor or Council representative should present on your behalf.

The Mayor and Councillors have many commitments and should you wish to request their attendance at your event, your formal invitation should be sent as early as possible before the event.

P

PARKING

See also:

**Accessible / Inclusive Events
Site Plan**

Wherever your event is being held, all vehicles must obey parking directions and park in designated parking spaces. Infringements can be issued for vehicles parked illegally. Event areas are well patrolled and any illegal parking may incur a fine. We also urge event organisers to ensure Disability Parking is available.

Large events will need to consider finding alternatives to road spaces, such as reserves, and engaging parking attendants. All parking areas must be safe to enter and to exit, with good signage notifying pedestrians.

A parking plan should be part of an Event Management Plan, considering parking locations, number of vehicles and impact on residents and businesses.

PARKS AND RESERVES

See also:

Land Managers

Events proposed to take place on council-managed parks must obtain an event permit. Events proposed to be held on Parks Victoria land must have approval from Parks Victoria and also obtain an event approval from council. For more information on Parks Victoria visit www.parks.vic.gov.au.

Some reserves are managed by a Committee of Management and in these instances an event permit is not required. For information regarding Parks and Reserves, please contact your council Events Officer.

PARTIES

If you are planning a private party on council land, consider how you can minimise any negative impacts on local residents and traders, ensuring that the site can still be utilised by other users. If you are planning to have alcohol at the party, you will need to look into our Local Laws surrounding public drinking.

Parties held on private site or public land, and there will be alcohol, we recommend you also register your party with the Victoria Police Partysafe Program, download a form at www.police.vic.gov.au/party-safe and get access to information on minimising risks.

PEDESTRIAN MANAGEMENT

See also:

**Accessible / Inclusive Events
Security and Crowd Control**

When planning an event, event organisers must consider access for members of the public and safety when dealing with large crowds. A pedestrian management plan, as part of your Event Plan, should include a strategy for managing pedestrian entry and exits at the event site.

A pedestrian management plan should include:

- Locations of barricades and signs
- Location of detour and closure signs
- Training, number and location of marshals
- Time and date for installation and removal
- Access for people with disabilities
- Relationship to Traffic Management Plan.

PERMITS

See also:

**Find a Form
Event Plan
Land Managers
Planning Permits for Events
Place of Public Entertainment Permit**

Your event may require a number of different permits in order to meet Local Laws, and that the event is conducted safely and does not interfere with any other person's property or use of event location.

All one-off events, festivals or circuses that take place on council-owned land or council-managed land require an Event Permit. To obtain an event permit, organisers are required to submit an application and provide, at a minimum: a risk management plan, public liability insurance and a site plan. In order to issue an Event Permit, your council Event Officer may require further licences or permits from other organisations. The following are examples:

- WorkSafe Permit for a fireworks display
- Gippsland Ports Permit for conducting an event on a waterway
- Liquor License for events selling alcohol or BYO
- VicRoads Memorandum of Authorisation for non-normal road use on a major road
- Victoria Police Event Permit if conducting a race or competition
- Coastal Management Consent (DELWP)

Some events on private property may require a Planning Permit due to triggers such as camping. See Planning Permit in this guide for more information.

Receiving permits from the varying organisations can take up to 90 days. Therefore it is important that event organisers are prepared in advance. Depending on the level of risk, your council Event Permit could also take up to 3 months (timeline for event approvals is in the Introduction). Please seek advice on your event and what permits could apply to your event from the council Events Team.

PHOTOGRAPHY AND FILMING

Photography and filming at your event, either by patrons or event personnel, does not require a permit or permission from the subject unless the subject is a child or is being photographed on private property. Use of the photos must be for promoting your event only. Images of people must not be defamatory or attached to topics other than your event.

Permits are required for commercial filming or photo shoots on council-managed land. Permits are determined by the number of persons involved and impact to the community. Land Managers and other authorities may also require a permit for commercial photography and filming. The Filming Approval Act (2014) sets specific standards for public agencies processing and approving permits for commercial filming. Visit www.film.vic.gov.au for more information.

Where commercial filming is within 3 metres of a roadway, a full or partial road closure and traffic management plan will be required. If you are filming on a major road, you may also require a VicRoads permit. Refer to VicRoads website for details.

For more information on commercial filming and photography, please contact council Arts and Culture Coordinator on **03 5153 9500**.





Bruthen Blues & Arts Festival

PLACE OF PUBLIC ENTERTAINMENT PERMIT

See also:

Temporary Structures

Toilets

A Place of Public Entertainment (POPE) permit may be required when conducting an outdoor public entertainment event in any of the following circumstances:

- An outdoor event with an area greater than of 500m², unless the event is organised and controlled by a community based organisation
- For an outdoor event or activity in a place 500m² or more in size, and estimated number of persons will exceed 5000, a POPE is required, irrespective of whether the event is conducted by a community based organisation or commercial business
- Event has a marquee or continuous tent arrangement larger than 100m²
- Fixed seating stand for 20 people or more
- A stage or platform larger than 150m²

A POPE permit may still be required whether the event has an Occupancy Permit for any Prescribed Temporary Structure (eg. big top). The POPE permit is relevant to the whole event, whereas the Occupancy Permit is relevant to the activity within the temporary building/structure. See Temporary Structures in this guide.

For the POPE occupancy permit to be issued, certain criteria need to be met, including:

- Temporary structures are erected by registered practitioners
- Adequate toilets for number of anticipated attendees
- Safe entry and exit
- Fire suppression equipment

- Enough seating
- Drinking facilities
- First aid areas
- Electrical equipment and wiring is installed by qualified electrician
- No changes are made after the on-site inspection, conducted by council representative, takes place.

For more information, please contact council Municipal Building Surveyor on **(03) 5153 9500**.

A POPE permit should be lodged minimum 3 months before activity. A siting approval will form part of your application.

PLANNING PERMITS FOR EVENTS

Although an Event Permit is not needed for events on private land, a Planning Permit is likely required depending on the zoning and land use applicable. A planning permit considers the potential amenity impacts resulting from a land use, even for a one-off event. The planning permit allows the event organiser to legally conduct an event on private land when the event invites the general public (a place of assembly), has permanent or temporary structures, and/or has temporary accommodation such as camping. If you are conducting a public event on private land, you will need to contact a council Land Use Planning Officer to find out whether you need a Planning Permit.

Locations that sit on privately managed public land, such as recreation reserves and community halls, may be exempt from requiring a Planning Permit. Most community halls and recreation reserves are within the Public Park and Recreation Zone, allowing some flexibility with use other than their normal day-to-day activity.

If your event requires a Planning Permit, we advise that you are prepared and apply at least 6 months before your event date.

POWER

See also:

**Electricity Safety
Restricted Access**

Power requirements must be outlined in your event plan. The plan must include locations and source of power, specifications of power used, details of generator companies engaged for the event, a contingency plan in the event of a power blackout and details of how lighting will be provided to ensure the safe entry and exits into the event precinct.

In some central locations, it is possible to use mains power. If you require the use of power and it is available at your event location your council Events Officer will provide you with access. Please note the event organiser is responsible for ensuring that any independent operators comply with health and safety regulations.

PROMOTION

See also:

**Marketing
Signage
Media Kit**

Appendix 4: Events Marketing Planner Template

Promotion refers to any type of publicity and advertising to make people aware of your event, and to encourage attendance at your event. It is essential that any event promotion covers what the event is, where and when it is, if the event is free and what activities will be part of the event. There are plenty of free promotion available for events such as media releases in local newspapers, social media, local radio and temporary signage.

Council also recommends listing your event on various free listings:

- Love East Gippsland Facebook page, message them at **www.facebook.com/LoveEastGippsland**
- Love East Gippsland also list events on tourism website **www.visiteastgippsland.com.au**
- East Vic Events at **www.eastvicevents.com.au**

The Events Marketing Planner Template is available on the Council website at **www.eastgippsland.vic.gov.au**

A Media Contacts list is available upon request from your council Events officer.

PUBLIC ASSEMBLIES, DEMONSTRATIONS AND RALLIES

See also:

Victoria Police

If you or your organisation is planning a demonstration, rally, protest or any form of public rally we advise you take time to understand the laws that might apply to your activities. We advise organisers call local police before any planning takes place to have a discussion on what is the best way to ensure safety for participants and affected persons.

All protest or demonstration must be lodged with your local police and then a notification made to council Events team. Council will determine whether permits are required and then will consult with Victoria Police before granting any permit for the use of council land, community site, road closure or anything else that the council believes will facilitate a protest or demonstration.

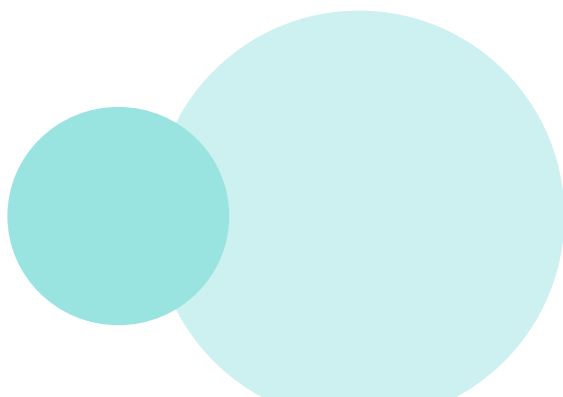
Tell us about your public assembly, demonstration or rally by emailing **events@egipps.vic.gov.au**.

PUBLIC PLACE OR LAND

A public place is somewhere where members of the public are present or allowed to be. Under the law, public places include:

- Any public thoroughfare, including roads, bridges and footpaths
- Parks, gardens and other places of recreation
- Public hall or theatre
- Places of worship, such as churches
- Government schools
- Theatres and other entertainment venues
- Licensed premises
- Racetracks and sports grounds
- Wharf, pier or jetty

An event permit is not required for public places that are managed privately or by a committee. If there is no management, as might be the case with public parks and gardens, an event permit is required.



PUBLIC PROTECTION

See also:

Duty of Care

As the event organiser, it's your responsibility and Duty of Care to ensure the site is safe for the public, event staff, volunteers and contractors at all times during the event. This includes during set up, during the event and pack down.

If the council and/or the Victorian WorkCover Authority (in the case of major events) inspect the site and are not satisfied that the site is being managed safely, the site may be shut down until the event organiser can demonstrate that the site can be operated in a safe manner and at no risk to the public.

PUBLIC TRANSPORT

Major events may consider organising public transport to and from their events. This helps reduce parking issues and control possible drink driving. Local bus companies can be hired for this purpose. Notifying local taxi services is also recommended for major events.

Contact your council Events Officer for advice on organising public transport for your event.

R

RESTRICTED ACCESS

If an event is on public land and there are gates, bollards or power boxes that you may need access to, please inform your council Events Officer and include on the site plan to ensure access can be granted. Some restricted access zones will require you to fill out a separate form, which will form part of your Event Permit application.

RISK MANAGEMENT PLAN

See also:

Duty of Care

Emergency Management Insurance

Appendix 2: Risk and Emergency Management Plan Template

East Gippsland Shire Council does not issue event permits to events that have not provided a Risk Management Plan.

A Risk Management Plan is the document prepared by event organisers to identify hazards, assess the risks that may arise from the hazards and decide on measures to eliminate or control the risks. It identifies who is responsible for risks, resources required, communication that will occur and how risk will be monitored and reviewed.

Risk management should start at the beginning of your planning process, continue throughout the planning, the delivery and evaluation of your event. It should be tailored to your event, especially site and event activities and is systemic (covering all activities, planning and processes). Your Risk Management Plan must involve all those connected with your event (e.g. your volunteers, suppliers, entertainers, venue).

The Risk Management Plan should cover all possible risks such as: injury, electrical hazards, overcrowding, fire, extreme weather (storm, heat, wind), children (all ages events), dangerous chemical release, heat exhaustion, drinking water, high fire danger days, excess alcohol consumption, external emergencies, communication with emergency services, entry and exits to name a few. Risk can also be about event reputation as well as harm to others.

The suggested approach is:

- Identify any potential hazards
- Analyse the risks. What could go wrong?
- Consider how you will prevent the risks from occurring. What controls do you have in place?
- Measure the risk rating and the consequence of the risk should the risk event happen, using High, Medium or Low.
- Treat the risk. Are additional controls required?
- Monitor and review. Risk Management Plans are changeable and require monitoring. Event organisers may need to alter their strategies to compensate for a shifting environment or circumstances.

A template Risk Management Plan is available as an appendix in this guide and at www.eastgippsland.vic.gov.au in addition to plenty of tools available online for organisations to develop a Risk Management Plan. This plan works closely with Emergency Management Plan.

If you require assistance with compiling a Risk Management Plan, please contact your council Events Officer. For further assistance visit www.worksafe.vic.gov.au for their tools in Event Management and Health and Safety Information.

ROAD CLOSURES

See also:

**Competition and Racing Events on Roads
Notifying Residents and Businesses
Traffic Management Plan**



Barry Sheene Tribute Ride

Events conducted on roads, including closures of car parks and rolling closures, require a permit from the coordinating road authority. VicRoads is responsible for all major roads and freeways, while council is responsible for local roads. Other authorities (such as Parks Victoria) are responsible for roads within their area of responsibility.

See VicRoads Map of Declared Roads to determine who is the responsible organisation.

Road Closures on Major Roads

If your event is on a VicRoads road, you will require a permit from VicRoads. Full road closures will need a Traffic Management Plan (TMP) prepared by a qualified person. This can take up to two months depending on the scale of the closure. Please call VicRoads for more information. Once you have lodged your Road Closure Permit, expect up to two months of processing.

VicRoads permission will also be required if the event requires exemptions from the road rules, such as rolling closures, other laws or the traffic management plan includes major traffic control items. These exemptions may not require a TMP but you will need to discuss with VicRoads.

We do not issue event permits for events on VicRoads roads without a VicRoads permit or approval.

Road Closures on Local Roads

If your event involves the use of or requires changes to access or parking on local roads, a permit is required from council. Please fill out the Temporary Road Closure Application which will form part of your Event Permit application. A Temporary Road Closure Application will require a site map with road closure layout including any signage and road marshals (if required), copy of your letter to affected residents and businesses and name of qualified person conducting the road closure.

Your site plan will be assessed whether sufficient for your event activities, and applicants may be asked to provide a TMP prepared by a qualified person. We also ask that the local police are informed of your road closure.

Road Closures because of Race or Competition Events: Events that involve a race or competition on any type of road will need to get a permit from Victoria Police. This includes rolling closures. A Victoria Police road racing permit is issued upon receiving an Event Permit and a VicRoads permit (if relevant), and then can take up to 60 days. More information on Competitions and Racing Events is found in this guide.

Remember to check prior to the event that there are no road works planned, or no emergency measures in place on the day of the event.

All events that close roads or involve abnormal use are expected to notify affected residents and businesses. Please see Notifying Residents and Businesses in this guide for recommendations.

S

SAFETY OFFICER

See also:

Risk Management Plan

Major events may choose to appoint a Safety Officer. This role ensures the site is safe before and during the event and taking on a leadership role with preparing and facilitating the event's Risk Management and Emergency Plans.

SAFE WORK METHOD STATEMENTS (SWMS)

Any tasks defined as 'High Risk Construction Work' and undertaken by a contractor require a Safe Work Method Statement (SWMS). It's a requirement to obtain the contractor's SWMS prior to entering the site to begin work. During the time of the contractor is on site, check that the staff are following the SWMS. Refer to WorkSafe website for definition of High Risk Construction Work at www.worksafe.vic.gov.au.

SECURITY AND CROWD MANAGEMENT

Event organisers are responsible for organising security or crowd management for their event. Security or crowd controllers should have qualifications and experience appropriate to your event. The number and type of security or crowd controllers varies depending on the type of event, the number of patrons, ages, whether alcohol is involved and a variety of other factors.

Your risk assessment plan will help in determining the level required, and for major events, consultation with the police should occur. Security and crowd controllers must have communications equipment to ensure they can get in contact with event organisers, first aid and police if required. Event organisers must brief security on their responsibilities.

SIGNAGE

See also:

Road Closure Promotion

Many community groups promote their events to the wider community by using the identified Temporary Roadside Sign locations provided by the council. These locations suit large signs that include key event details (e.g. where, when, cost). Event Organisers can apply for a permit to erect their sign at these sites using the Temporary Advertising Sign on Roadside Application. This form will be part of your Event Permit application or, if event permit is not required, will be assessed by Community Laws. Terms and Conditions for temporary signage are on the form.

Traffic management signs will need to be used for any event where there are road closures or use other than normal. These signs help to notify drivers of hazards ahead and directions when there is a detour. These signs must be installed by qualified personnel. Locations for signs must show on a Traffic Management Plan or equivalent and be approved by council Land Manager. Upon request, council can provide some traffic management signs if required.

Other signs to consider are those relevant to the running of your event. Please consider the following:

- Directional signage to help attendees find your event
- Parking signs to direct attendees to safe parking zones
- Access to event amenities including toilets and water
- Map, if event is large
- What's on at your event such as time specific programs

When planning signage for your event, ensure permission is obtained from the venue manager prior to installation.



Alpine Rally of East Gippsland

SITE PLANS

See also:

Parking Toilets

Appendix 6: Example Site Plan

A site plan is a map that shows the area on which the event is being staged or held within. All events, small and large, require a site plan and East Gippsland Shire Council does not issue an Event Permit if no site plan is provided.

The site map should show information such as the placement of equipment and infrastructure (such as marquees), existing services, parking provisions etc. This is so you can manage the event safely and the assessment of your event is accurate. Starting with a good aerial map of your event location, including the surrounding roads and access. Find a map on Google Earth or ask your council Events Officer for assistance.

When choosing a location to stage the event, some useful things to consider are:

- Size of location - will there be enough room for equipment and patrons?
- Does the event need access to toilets, water, electricity and parking?
- Is there shelter available?
- Is there any impact on the environment?
- Are the residents and businesses nearby supportive of the event?
- Are there any other events within close proximity of your event that may have an impact?
- Are there any potential hazards at the site (for example; waterways, cliff tops etc.)?
- Does my event location block other users of the public space?

A Site Plan checklist is available as an appendix in this guide and on the Council website www.eastgippsland.vic.gov.au. Please use this to help you develop a site plan. Major events and those requiring a POPE may be asked to provide additional information depending on the activities taking place.

SPECTATORS

See also:

Accessible / Inclusive Events

Different kinds of events may attract certain types of spectators which require special considerations such as:

- Music Festivals / Concerts – may have a higher incidence of problems with drug and alcohol abuse, underage drinking and possession of weapons
- Events for the Elderly - may attract ill or frail people, which may increase the need for medical service on-site, accessible, clear paths
- Major Sporting Events - may attract over reactive and anti-social behaviour
- Cultural Events - may require special arrangements, including the provision of interpreter, particular food services and multilingual signposting.
- Kids Events - may require increased boundaries away from hazards environments such as waterways.



Paynesville Music Festival

STAKEHOLDERS

See also:

Notifying Residents and Businesses

A stakeholder is a person or organisation that has an interest or concern in your event. Stakeholders can affect or be affected by the event activities.

In order to minimise any impact on surrounding stakeholders, communication is required and is vital to the success of your event. A formal letter must be sent to all stakeholders within the close proximity of your event. Your council Events Officer can help you develop a list of important stakeholders in your event precinct who should be notified directly, to assist in identifying the areas and streets to be included in your distribution and on the timing of the notifications.

STREATRADER

See also:

Alcohol

Food and Beverage

Streatrader is an online system for businesses and community groups to register their temporary and mobile food premises with their registering council.

Streatrader allows businesses and community groups to:

- Apply for a Food Act registration with their registering council
- Manage their registration
- Lodge Statements of Trade for each of their events

Visit www.streatrader.health.vic.gov.au for more information.

SUSTAINABLE EVENTS

See also:

Good Governance

Waste Wise Events

When hearing the term “sustainable events”, it is common that most people imagine how an event helps prevent negative environmental impact. Although that is part of it, Sustainable Events are more about events that can maintain operations for long lasting effects.

We recommend that organisations focus on social (people), financial (profit) and environmental (planet) concerns, and how these interact for positive, sustainable outcomes. We also recommend organisations consider conducting good governance to fully realise sustainable events. See Good Governance in this guide.

A sustainable approach to event management should:

- Provide an accessible and inclusive setting for all
- Have minimal negative impacts on the environment
- Provide a safe and secure atmosphere
- Encourage healthy living
- Promote responsible sourcing
- Deliver excellent customer experience
- Encourage more sustainable behavior
- Leave a legacy: environmental, social or financial or all three

T

TEMPORARY STRUCTURE

See also:

Marquees

Place of Public Entertainment

Temporary structures such as marquees, stages, generators, scaffolding, bins and portable toilets should be included in site plans and a risk assessment undertaken on each structure. When using public open space, marquees are to be weighted according to the size and location and not pegged unless approval has been obtained from your council Events Officer.

All infrastructure must meet the relevant Australian Standard and be used for its designated purpose.

For events with major temporary structures, an Occupancy Permit from the Victorian Building Authority may be required. Occupancy Permits are relevant for Prescribed Temporary Structures, such as:

- A stage or platforms exceeding 150m²
- A tent, marquee or booth with a floor area greater than 100m²
- Fixed seating stand that accommodates 20 persons and over
- A prefabricated building with a floor area exceeding 100m²

Events with Prescribed Temporary Structures will require a Siting Approval per condition 1 of the Occupancy Permit by the council Municipal Building Surveyor. Occupancy Permit is relevant to size, number of people, exits, safety and toilets.

For more information on Prescribed Temporary Structures and Occupancy Permits, please call council Municipal Building Surveyor on **03 5153 9500**.

TICKETING

Events with ticketed entry may consider pre-sale of tickets via online platforms such as Trybooking, Eventbrite and Ticket Tailor.

Advantages of pre-sale tickets:

- Helps to manage attendee numbers
- Can provide data such as where your attendees are travelling from
- Helps prevent risks associated with money handling
- URL links to ticketing page can be shared and promoted via website and social media

TRAFFIC MANAGEMENT PLAN

See also:

Event Plan

Road Closures

A Traffic Management Plan (TMP) provides the details of a proposed road closure or disruption to traffic. The plan normally includes:

- A Traffic Guidance Scheme prepared by a qualified person which clearly maps the layout of a road closure or road traffic disruption.
- Hazard Assessment
- Road Closure Operations Plan
- VicRoads will not issue a permit for use of their roads without a Traffic Guidance Scheme. Your Traffic Guidance Scheme should show:
- Organisation or person who has prepared the TMP and who the TMP is for
- Dates and times of the disruption or closure
- Precise closure spots of designated roads and layout and names of relevant traffic disruption signage
- Where any traffic control marshals will be stationed.

TRAFFIC, PARKING AND PEDESTRIAN MANAGEMENT

See also:

Notifying Residents and Businesses

Road Closures

Traffic Management Plan

If your event causes any disruption or slowing to normal road use and access to public areas, such as footpaths, you will need to follow through with appropriate protocol depending on the disruption.

Any road closure or non-normal use of road will need to get a permit from VicRoads if on a major road or fill out the Temporary Road Closure Application if using a council road. Temporary Road Closure Application is also applicable when closing car parking spaces for an event.

Event Permits will not be issued to events that block access to public areas or hinder pedestrian access along footpaths. We suggest event sites that include footpaths have a clearance of 1 metre clearance either side of footpath.

TOBACCO AND SMOKING

See also:

Food and Beverage

Smoking is banned in outdoor dining areas in Victoria. The smoking ban applies to all public outdoor areas at a food fair. That is, the entire food fair is required to be smoke-free.

In addition, smoking is banned in outdoor public areas that are within 10 metres of a food stall or food vendor at and organised event (other than a food fair) as this area is a designated outdoor dining area.

For further information on the Tobacco Act 1987 and smoking bans at events, please visit Health.Vic website or contact your council Environment Health Officer.

TOILETS

See also:

Site Plan

Consideration should be given to the number of toilets available at your event site. The number required will depend on factors, including anticipated crowd numbers, if alcohol will be available, gender of patrons, number of existing facilities and the duration of the event.

If existing toilet facilities are inadequate for the anticipated crowd, additional portable toilets must be hired at the cost of the event organiser. All Access toilets must also be provided as per the table below.

If there are existing public toilets at your event site, please liaise with your Events Officer to confirm servicing, cleaning and opening hours. Please note that council public toilets are cleaned once a day in the morning, additional cleans are at the cost of the event organiser.

One unisex ambulant/accessible closet facility should be made available wherever there are public toilets available.

Toilet Facilities for Public Events:

GENERAL EVENTS

No. of Patrons		400	1000	2000	3000	4000	5000	6000
Male	Closet	1	2	4	5	8	20	12
	Urinal	1	3	6	10	16	20	24
Female	Closet	2	5	10	15	18	24	29
Patrons	Wash basins	2	4	6	8	10	12	14

EVENTS SERVING ALCOHOL

No. of Patrons		400	1000	2000	3000	4000	5000	6000
Male	Closet	2	3	6	8	11	13	15
	Urinal	3	6	8	11	13	28	33
Female	Closet	5	9	14	19	24	29	34
Patrons	Wash basins	2	5	6	9	12	14	17

TOURISM

See also:

Australian Tourism Data Warehouse
Marketing
Promotion

Being aware of East Gippsland's tourism sector and maximising upon our tourism assets can help develop your events potential and increase your participant and visitors experience. Leveraging the local tourism network and business sector can contribute to:

- Introducing new sponsors
- New community collaboration
- Extending your events marketing reach
- Assisting with the event generally

You can contact our tourism partners East Gippsland Marketing Inc and Destination Gippsland as well as the network of East Gippsland Visitor Information Centres. Some of the assistance these organisations can provide include providing maps and visitor guides for visitors, providing photos and general information.

V

VEHICLES ON SHIRE MANAGED LAND

See also:

Restricted Access

Only authorised vehicles or emergency services are permitted in managed parks, reserves and foreshores. Limited access may be available for vehicles engaged in the set-up/pack-down and operation of an event. Event organisers need to apply for access and authorisation will be granted, forming part of an Event Permit. See Restricted Access in this guide for more information.



Mitchell River Trail Run

VICTORIAN POLICE

See also:

Competition and Racing Events
Public Assemblies, Demonstrations and Rallies
Stakeholders

Police, along with other emergency services, need to be informed in writing of category 2 and 3 events and those involving road closures. The notification should include date, time, venue, event details, anticipated crowd numbers, road closure details if applicable, contact name and phone number.

Event notifications should be sent to the local station nearest to the event. Notifications should be sent at least 30 days prior to your event.

Victoria Police may need to be involved in the planning and enactment of your event both from a traffic management and crowd control perspective. It is the responsibility of event organisers to notify Victoria Police.

VOLUNTEERS

See also:

In-kind Support

Volunteers are an essential part of any event. An event plan should have in place a procedure for recruiting volunteers and ensure they undertake adequate training and have appropriate supervision and support during and after the event. We recommend major events have a dedicated Volunteers Coordinator to help attract and manage volunteers.

Appropriate insurance for volunteers should also be in place. Contact your insurance provider.

Visit www.volunteeringvictoria.org.au for resources and information on volunteers.

W

WASTE MANAGEMENT

See also:

Waste Wise Events

You will need to produce and implement a waste management plan for your event. Events have the potential to draw increased crowds to streets, parks and other public spaces, putting extra demand on usual public litter and recycling bins and street cleaning services. Council will assist free community events by providing extra bins, excluding free events that have been funded. Ticketed events or events with an entry fee will need to provide their own bins by hiring from a waste management provider.

At the end of the event, all displays and promotional material, excess rubbish and other equipment associated with your event are to be removed and the area left in a clean and tidy condition. If council is required to undertake any re-instatement, additional cleaning or removal of rubbish or other materials, you may incur a charge to restore the area to its pre-event condition.

Suggestions for a Waste Management Plan:

- Number of people and size of site
- Will there be alcohol served?
- Will there be food vendors and what type of food?
- How long does your event go for?
- What can be implemented to be a waste wise event?
- What signage do you need?

As a guide, number of bins can be broken down by the following:

	Recycling Bins	General Waste Bins
50 – 100 people + 1-2 food stalls	3	3
100 – 200 people + 5 food stalls	5	5
200 - 400 people + 10 food stalls	8	8

WASTE WISE EVENTS

See also:

Drinking Water Waste Management

A Waste Wise Event is an event designed so that garbage is minimised and recycling is maximised. This would form part of a Waste Management Plan, encouraging planning and implementing waste avoidance strategies for event stakeholders and vendors to minimise the use of non-reusable and non-recyclable catering products and packaging.

Waste Wise Events ensure that participants have easy access to recycling bins and that these remain uncontaminated. Other considerations include:

- Ban unnecessary single use plastics such as straws, cutlery and bags
- Do not use balloons to help promote your event
- Book the East Gippsland Water Trailer and encourage filling up of bottles rather than excess selling of bottled water
- Provide cloth bags as merchandise for people to buy in replacement of plastic bags
- Small events consider having real crockery and cutlery
- Promote event attendees to bring their own coffee cup, and if a person requires a take-away cup only provide a lid if requested
- Ensure site is clear of litter after the event and observe where bins are most needed, especially exit points
- Have smoking areas with adequate bins for cigarette butts
- Have clear signage, directing patrons where to place rubbish; visit www.sustainability.vic.gov.au for downloadable Public Place Waste Signage examples
- Aim high: with some simple planning upfront it is easy to plan a zero waste event, where food waste is not put into landfill (composted, worm farms or chooks); other items are recycled; and the public are encouraged to bring their own reusable bags, travel mugs etc as part of the event advertising.

For more information, go to **Waste Education and Resources** on the Council website, www.eastgippsland.vic.gov.au.

WATER ACTIVITY EVENTS

If your event includes activities on waterways in East Gippsland you will require a permit or approval from Gippsland Ports. Go to their website for more information regarding permits www.gippslandports.vic.gov.au/ports-and-waterways/permits-authorities. We do not issue event permits to water activity events that do not have Gippsland Ports approval.

Examples of water events includes:

- A boat race
- Open-water swimming race
- Water sports competition (such as water skiing)
- Kayaking events
- Filming of a promotional event

Events on waterways are to act within the standards of Maritime Safety Victoria Code of Practice for Managers of Boating Activity Events. Go to Maritime Safety Victoria website for more information of water activity events safety duty.

WEATHER CONTINGENCY PLANNING

See also:

Emergency Management Plan Extreme Weather Conditions

Outdoor events will be subject to weather conditions. It is important to consider the impacts of the weather on your event and put plans into place to account for the various conditions that may occur. Event organisers are advised to monitor long range forecasts on the Bureau of Meteorology website, www.bom.gov.au, the lead up to their event, and to monitor the conditions and take appropriate actions during the event.

High winds especially need to be factored in when planning for an event. High winds can drastically effect how an event is delivered especially when temporary structures and fencing are involved. Gippsland Lakes region experiences intermittent high winds and therefore it is recommended that any event has a contingency plan should high winds prevail. Marquees often have poor structural capability and pose serious risk if not managed properly.

WEDDINGS

Weddings on council land are private events and do not require an Event Permit. But we encourage weddings to notify council of the event. If you need assistance in finding a location or to confirm whether there is a possible clash with another event on the same day, contact your events team.

WORKING WITH CHILDREN

Anyone working or volunteering at an event involving children will need to be aware of obligations concerning compliance with all relevant laws and requirements. The event must:

- ensure that all employees and volunteers who are required to apply for a Working With Children (WWC) Check have done so, before working with children at the site
- if requested, provide a listing of employees who hold a WWC to Council
- ensure that any employee or volunteer that is given a negative notice (within the meaning given to that term in the WWC Victoria) does not work with children at the site; and ensure that the information in any WWC of the applicant's employees and volunteers which is provided to the Council, is kept confidential.

For more information, visit www.workingwithchildren.vic.gov.au.

WORKSAFE VICTORIA

See also:

Emergency Management Plan Risk Management Plan

Event sites can be work places and if a serious incident occurs, the incident must be reported to WorkSafe Victoria. Notification to WorkSafe is required immediately (by telephone 132 360) and in writing with 48 hours. The council Events Team must also be notified immediately. Incidents include:

- The escape, spilling or leaking of any substance including dangerous goods
- The collapse or partial collapse of all or part of a building or structure
- The fall or release from a height of any plant, substance or object.
- An explosion or fire
- A person requiring immediate treatment as a hospital in-patient
- Serious eye/head injury
- Serious cuts or open wounds
- Electric shock
- Spinal injury and/or loss of bodily function
- Any other injury to a person or other consequence by the regulation
- The death of a person

More information on what to do if an incident occurs is on the WorkSafe Victoria website. We recommend all event organisers to be prepared and have a contingency plan in place as part of their risk management and emergency management.

LINKS TO COUNCIL FORMS

Initial Event Permit Advice

www.eastgippsland.vic.gov.au/forms/initial-event-permit-advice

Temporary Road Closure Permit Application

www.eastgippsland.vic.gov.au/forms/temporary-road-closure-permit-application

Permit to Erect a Temporary Advertising Sign on Roadside Application

www.eastgippsland.vic.gov.au/forms/permit-to-erect-a-temporary-advertising-sign-on-roadside-application

Place of Public Entertainment Application

www.eastgippsland.vic.gov.au/forms/place-of-public-entertainment-application

Community Site Booking Application

www.eastgippsland.vic.gov.au/forms/community-site-booking-application

Acknowledgement of the Gunai / Kurnai as Traditional Custodians

www.eastgippsland.vic.gov.au/community/koorie-community

USEFUL LINKS

Accessible information, goods, services, facilities and events

www.providers.dffh.vic.gov.au/accessible-information-goods-services-facilities-and-events

A Good Neighbour Code of Practice for a Circus or Carnival

www.planning.vic.gov.au/__data/assets/pdf_file/0026/28457/Circus_Code.pdf

Ambulance Victoria Public Events

www.ambulance.vic.gov.au/about-us/our-services/public-events/

APRA AMCOS for music customers

www.apraamcos.com.au/music-customers/

Australia Council Grants Program

www.australiacouncil.gov.au/funding/

Consumer Affairs Victoria

www.consumer.vic.gov.au/

Country Fire Authority (CFA) Warnings and Restrictions

www.cfa.vic.gov.au/warnings-restrictions

Creative Victoria Grants and Support

www.creative.vic.gov.au/grants-and-support

DELWP Acts and Regulations

www.delwp.vic.gov.au/legislation/acts-and-regulations

Destination Gippsland

www.destinationgippsland.com.au/

East Gippsland Marketing Inc

www.egmi.com.au/

Electrical Safety at Festivals and Events

www.sa.gov.au/__data/assets/pdf_file/0008/269144/161213-Electrical-safety-at-festivals-and-events-A5.pdf

Foundation for Rural & Regional Renewal Grants

www.frrr.org.au/grants

Gippsland Ports Permits and Authorities

www.gippslandports.vic.gov.au/ports-and-waterways/permits-authorities/

Governance for Community Organisations

www.providers.dhhs.vic.gov.au/governance-community-organisations

Health.Vic Infection Control Guidelines

www2.health.vic.gov.au/public-health/infectious-diseases/infection-control-guidelines

Maritime Safety Victoria Boating Activity Event Code of Practice

www.transportsafety.vic.gov.au/maritime-safety/waterways/waterway-rules/temporary-exemptions-and-exclusions

Not for profit Law / Auspicing

www.nfplaw.org.au/auspicing

Our Community

www.ourcommunity.com.au/

Parks Victoria

www.parks.vic.gov.au/

Streatrader

www.streatrader.health.vic.gov.au/

Victorian Building Authority Occupancy Permits for Places of Public Entertainment

www.vba.vic.gov.au/__data/assets/pdf_file/0012/99399/PN-66-Occupancy-Permit-for-Places-of-Public-Entertainment.pdf

Victorian Commission for Gambling and Liquor Regulation

www.vcglr.vic.gov.au/

Victorian Companion Card

www.companioncard.org.au/

Victorian Government Grants and Programs

www.vic.gov.au/grants

Visit Victoria Regional Events Fund

www.corporate.visitvictoria.com/events/regional-events

Victorian Multicultural Commission Grants and Programs

www.multiculturalcommission.vic.gov.au/grants

VicRoads Getting Permission for your Event

www.vicroads.vic.gov.au/traffic-and-road-use/events-and-filming-on-our-roads/getting-permission-for-your-event

VicRoads Map of Declared Roads

www.vicroads.vic.gov.au/traffic-and-road-use/road-network-and-performance/maps-of-declared-roads

Volunteering Victoria

www.volunteeringvictoria.org.au/

Waste Wise Events Guide by NSW Department of Environment and Conservation

www.lgat.tas.gov.au/__data/assets/pdf_file/0017/323360/WasteWise-Events-Guide-NSW.pdf

Working with Children How to Apply

www.workingwithchildren.vic.gov.au/individuals/applicants/how-to-apply

WorkSafe Cash-in-transit: A guide to managing OHS in the cash-in-transit industry

www.worksafe.vic.gov.au/resources/cash-transit-guide-managing-ohs-cash-transit-industry

WorkSafe Crowd Control at Venues and Events

www.worksafe.vic.gov.au/resources/crowd-control-venues-and-events-practical-occupational-health-and-safety-guide

WorkSafe Advice for Managing Major Events Safely

www.worksafe.vic.gov.au/resources/advice-managing-major-events-safely

APPENDIX LIST

Appendix 1: Event Planning Checklist Template	45-49
Appendix 2: Risk and Emergency Management Plan Template.....	50-57
Appendix 3: Risk Audit Checklist Template	58-62
Appendix 4: Events Marketing Planner Template	63-67
Appendix 5: Site Plan Checklist Template	68-70
Appendix 6: Example Site Plan	71-72
Appendix 7: Acknowledgement of the Gunai / Kurnai as Traditional Owners	73-74
Appendix 8: Help Sheet for Applying for a Grant	75-78

Templates are available online at www.eastgippsland.vic.gov.au/leisure/events

APPENDIX 1

Event Planning Checklist template

TEMPLATE AVAILABLE ONLINE AT WWW.EASTGIPPSLAND.VIC.GOV.AU/LEISURE/EVENTS



Event Planning Checklist



**TEMPLATE AVAILABLE ONLINE AT WWW.EASTGIPPSLAND.VIC.GOV.AU/LEISURE/EVENTS

THIS INFORMATION MUST BE TAILORED TO SUIT YOUR EVENT

INITIAL PLANNING CONCEPTS	
Name of event – what (building opening, sports day, art show, launch of new program)	
Date of event	
Time of event	
Location of event	
Event coordinator/contact person	
Target audience – who <i>Who is this promotion targeted at?</i> <i>What does the audience need to know?</i> <i>What will hold their interest?</i>	
Message – what <i>What do you want to say to the target audience?</i> <i>What do you want them to know/do?</i>	
Objectives – why Be clear about what you hope to achieve with this event.	
Description of event – what	
Risk assessment – what Identify possible risks and develop strategies to minimise risks.	

EVENT PLANNING CHECKLIST

Evaluation criteria established

What were our aims/objectives?

Did we achieve what we set out to do?

Did it come in on budget?

What were the intended/unintended outcomes?

How do we measure effectiveness?

What tools do we use to measure our success?

Checklist

- Who will be involved in the event?
- Date/s of event determined
- Location/venue for event booked
- Target audience determined
- Message determined
- Objectives set
- Risk assessment completed
- Evaluation criteria established
- DECS Strategic Communications informed / involved

EARLY EVENT PLANNING

Planning Schedule	Person responsible	Action	Date to be completed
Budget • Source identified • Sponsorship and fundraising • Break even point established • Have you accounted for the GST?			
Protocol • Request to invite Minister, local Councilor Mayor or important guests in writing and timely (six to eight weeks prior to event) • Protocol issues (relating to Commonwealth/State funding) • Anything that needs to be approved by the Manager • Any funding requirements that need to be attended to			

EVENT PLANNING CHECKLIST

Invitations (if relevant) • Mailing list generated/updated • Invitation composed • Invitation checked • Printer • RSVPs (responsible person briefed) • Invitation list compiled • Names on list and titles/addresses checked for accuracy • Special guests/speakers alerted to make time in diaries • Invitations sent			
Catering (if relevant) • Cost per head or upfront • Upmarket or casual • Menu • Self service or waiting staff • Internal or external catering • Power required • Cooking equipment required • Other equipment e.g. tables, chairs • Plates, napkins, knives and forks (disposable/non-disposable) • Can the theme of the event be followed through in catering? • Special dietary requirements of guests • Permits to serve food			
Promotion • Press, radio TV, newsletter, social media • Media release – other • Promotional material			
Talent • Book and brief, Develop an agreement e.g. Cancellation, weather • Contracts signed • Rehearsals			
Signage • Directional, parking toilets lost children etc. • Other signage produced			

EVENT PLANNING CHECKLIST

Program/running sheet/speeches • Program finalised • Running sheet written • Program/running sheet sent to speakers • Speakers fully briefed • Speeches written • All event stakeholders have copy of program			
Risk Management • Assess site for potential hazards • Assess activities of event for potential risk • Assess external risk • Complete risk management plan • Security • Emergency management plan developed • Provision of first aid • Alcohol Management Plan if required			
Audio/visual requirements • Stage requirement • audio/ visual, PA system • Extra production equipment • Lighting • Extra electrical requirements			
Staffing and volunteers • Any staff required, create roster • Create Volunteer Plan • Volunteer roster			
Ambience • Lighting • Flowers • Background music • Other resources?			
Accessibility • Wheelchair access • Toilet facilities			

APPENDIX 2

Risk and Emergency Management Plan template

TEMPLATE AVAILABLE ONLINE AT WWW.EASTGIPPSLAND.VIC.GOV.AU/LEISURE/EVENTS



Risk and Emergency Management Plan



**TEMPLATE IS AVAILABLE ONLINE AT WWW.EASTGIPPSLAND.VIC.GOV.AU/LEISURE/EVENTS

FOR [INSERT EVENT NAME] on [INSERT DATE]
BY [INSERT ORGANISATION]

THE IMPORTANCE OF A RISK MANAGEMENT PLAN

A risk management plan is an essential aspect of planning any event. A risk management plan identifies all the potential risks that may arise from holding an event and then lists the steps event organisers will take to reduce or mitigate identified risks. A risk can mean many things.

For events the main risks to consider are anything that could:

- cause harm to another person,
- cause damage to equipment, infrastructure or the event site, or
- Harm the future of the event organising committee and event itself.

Many risks are out of the event organiser's control. In this case it is important that the risk management plan details who is responsible for coordinating the safety of every person, should something that is out of the control of the event organiser, occur.

FIRST STEPS IN ASSESSING RISKS

A risk assessment should consider

- Existing risks of the site
- Risks the event creates, and
- External risks that the event organiser has little control over but may need to be managed at the event.
- There are some questions an event organiser should ask them self when assessing risks of an event.

A risk assessment of the event site

- Will there be moving vehicles near the event site and could this pose a risk to pedestrians?
- Is there anything on the site that could become dangerous if there is inclement weather?

- Is there a body of water on or near the event site?

A risk assessment of the event and all proposed activities

- Will there be a jumping castle or carnival rides at your event and how will the safety of event guests be ensured when on or near rides?
- Is there infrastructure being brought onto the event site? Who will ensure it is safely secured?
- Are you bringing vehicles on site and if so how will you manage the safety of people who are setting up near vehicles?

A risk assessment of all external risks

- In the event that an evacuation of the event site is required who is responsible for ensuring all people are calmly and safely moved?
- Are the likely guests at your event at a higher risk of requiring emergency services? If so have you advised local emergency services?

A complete risk management process before the event can include:

- The initial risk assessment
- The developed Risk Control Plan
- An Emergency Management Plan
- Traffic Management Plan – where applicable
- Waste Management Plan – where applicable
- Site safety induction checklists – for staff working on the event or site

RISK AND EMERGENCY MANAGEMENT PLAN

It is important to remember that every event is different and has different resources available. The most important part of creating a risk management plan is that you, the event organiser, can reduce possible risks as much as possible and have thought about what you would need to do in the event of an emergency during your event.

Listed below are some examples of risks. You need to consider these and other potential risks specific to your event.

Food Poisoning	Fire (bushfire/ structural fire)	Medical Emergency	External emergency
Stallholder not complying with OH & S guidelines	Weather extremes	Hazardous material	Cash handling
Missing person/ lost child	Heat exhaustion	Waste (broken glass/litter)	Terrorism
Sanitary Services	Amusement rides	Waste management	Staffing or volunteer levels
Entry & exit of event	Alcohol & drug abuse	Event close to active roads and/or activities on roads	Potential for trees and limbs to fall
Slip, trips, fall and knock	Poor communications	Live electrical wires or faulty equipment	Electricity (leads, connections etc)
Toilet facilities	Criminal activity	Entertainment	Food preparation areas
Inflatable equipment	Manual handling	Uncontrolled animals	Crowd management
Infrastructure	Power failure	Suitable access and egress of patrons	Noise (Civil Disturbance)
LPG cylinders, Gas leak or explosion	High fire danger days	Hazardous chemicals	Appliances or machinery

HOW WE ASSESS RISKS

FIND IT

We list all of the hazards or possible situations associated with our event activity that may expose people to injury, illness or disease.

ASSESS IT

We use a Risk Ranking Matrix to Rate or assess what the 'likelihood' is of people being exposed to the hazard and what the 'consequences' could be as a result of the hazard occurring.

FIX IT

We identify what practical measures could be put in place to eliminate or reduce the likelihood of the hazard occurring.

RISK AND EMERGENCY MANAGEMENT PLAN

HEIRACHY OF CONTROLS

ELIMINATION Eliminate the hazard	Remove or stop the hazard if possible, remove the cause or source of the hazard, by eliminating the machine, task or work process.
SUBSTITUTION Substitute the process	Use a less hazardous process - use a less-noisy machine or chemical for the task. Introduce a less-noisy work process, substitute chemicals or control worker exposures.
ENGINEERING Change the equipment	Introduce enclosures and barriers around or between the hazard. Improve maintenance procedures.
ISOLATION	Separate or isolate the hazard or equipment from people by relocation or by changing the operation.
ADMINISTRATIVE	Design and communicate written or verbal procedures that prevent the hazard from occurring. Train workers/volunteers on how to do the job safely and to understand the risks and hazards associated with the job.
PERSONAL PROTECTIVE EQUIPMENT (PPE)	Provide protective equipment appropriate to the risk. Provide training information and supervision to ensure that personal hearing protection is fitted, used and maintained appropriately. Equipment that protects the person exposed to the hazard.

LIKELIHOOD	RISK RANKING MATRIX				
HIGH	5	10	15	20	25
SIGNIFICANT	4	8	12	16	20
MODERATE	3	6	6	12	15
LOW	2	4	6	8	10
RARE	1	2	3	4	5
CONSEQUENCE	VERY LOW	LOW	MODERATE	MAJOR	CATASTROPHIC

LIKELIHOOD DEFINITIONS

HIGH	It is expected to occur in most circumstances There is a strong likelihood of the hazards reoccurring
SIGNIFICANT	Similar hazards have been recorded on a regular basis Considered that it is likely that the hazard could occur
MODERATE	Incidents or hazards have occurred infrequently in the past
LOW	Very few known incidents of occurrence Has not occurred yet, but it could occur sometime
RARE	No known or recorded incidents of occurrence Remote chance, may only occur in exceptional circumstance

RISK AND EMERGENCY MANAGEMENT PLAN

CONSEQUENCE DEFINITIONS	
CATASTROPHIC	• Single or multiple deaths • Costs to Event of up to \$10 million • International and National Media outrage
MAJOR	• Serious health impacts on single or multiple persons or permanent disability. • Costs to Event between \$2.5 – 10 million • National media outrage
MODERATE	• Injury to persons that require more than 10 days' rehabilitation • Costs to Event between \$200,000 and \$5 million • Local media and community concern
LOW	• Injury to person resulting in lost time and claims • Costs to Event between \$50,000 and \$200,000 • Minor isolated concerns raised by stakeholders, customers
VERY LOW	• Persons requiring first aid • Costs to Event up to \$50. • Minimum impact to reputation

RISK EMERGENCY MANAGEMENT PLAN

Call 000 if you are involved in or witness a serious emergency and there is immediate threat to life.

This template has been provided as an example for event organisers who do not already have a specific emergency management plan for their event. Use this example to help you write your own plan.

EVENT PROCEDURES

In the event of an emergency, the emergency management plan will be your procedural plan for your event.

- It is advised that you contact all emergency services in writing prior to your event i.e. Police, VicRoads, CFA, SES, Ambulance Victoria and local hospitals.
- Responsibility for the management of the response to the incident, including evacuation of persons affected, will normally be delegated to the event manager/chief warden or deputy warden. This delegation will be effective from the time the emergency is reported, until such time as it is resolved.

- It is the responsibility of the event manager/chief warden to hand over control of the venue to the emergency services incident controller upon their arrival at the scene. Cancellation or evacuation of the event shall be the responsibility of the event manager/chief warden. On a Fire Danger rating day of "Code Red" for the East Gippsland Total Fire Ban district, the event will be cancelled. The event site plan forms part of the emergency response plan.

Prior to event taking place event organisers should inspect the site and identify and rectify any potential hazards.

RISK AND EMERGENCY MANAGEMENT PLAN

EMERGENCY CONTROL ORGANISATION

TITLE	NAME	PHONE
Onsite Event Coordinator		
Safety Officer		
Emergency Warden 1		
Emergency Warden 2 (if relevant)		
Emergency Warden 3 (if relevant)		
Onsite First Aid Officer		
Security Contractor (if relevant)		
Onsite Senior Security (if relevant)		
Road Closures (if relevant)		
Waste/Cleaning/Toilets		
Food Safety Supervisor (if relevant)		
RSA Supervisor (if relevant)		
Traffic Controllers (if relevant)		
Other		

ORGANISATION	PHONE	NOTIFIED	DATE
Victorian Police	000		
Country Fire Authority (CFA)	000		
Ambulance	000		
SES (Flood, Storm, Tsunami and Earthquake Emergency)	132 500		
Vic Emergency Hotline	1800 226 226		
Vic Roads Emergencies	131 170		
Bushfire Information Victoria	1800 240 667		
Bairnsdale Hospital	5150 3333		
Orbost Regional Health	5154 6666		
Omeo District Health	5159 0100		
East Gippsland Shire Council	5153 9500		
East Gippsland Water	1300 134 202		
Water & Sewerage emergencies	9203 9700		
Gas and Electrical emergencies	132 099		
Victorian Coastal, Land, Weather & Flood Warnings	1300 659 217		
Poisons information	13 11 26		
Surf Life Saving Lakes Entrance	5155 1333		
Australian Search and Rescue - Marine Rescue	1800 641 792		
Australian Search and Rescue - Air rescue	1800 815 257		
Worksafe	132 630		
Other			

EXAMPLE

RISK MANAGEMENT PLAN

Name of Event:

Risk Management Team (names):

Date of Events:

Event Coordinator
(name and contact number):

Location of Events:

Site Supervisor
(name and contact number):

HAZARDS PLEASE EDIT ACCORDINGLY	RISK RANK	CONTROL / ACTIONS PLEASE EDIT ACCORDINGLY	RESPONSE PLEASE EDIT ACCORDINGLY	RESPONSIBILITY PLEASE EDIT ACCORDINGLY
EXTREME HEAT	5	Check weather prior to the event. Ensure there are adequate drink supplies on site. Ensure there is adequate shade.	Cancel the event or modify schedule if weather impacts significantly.	Event Coordinator
MARQUEES	5	Layout of event to be designed for minimal impact to environment	Event Coordinator to inspect site to determine where all utilities are and advise stall holders	Event Coordinator Site manager Stall holders
LOST CHILD	6	Staff and volunteers are to be briefed on procedures for dealing with lost children	Designated area for lost children with suitably qualified staff to supervise while police or family are contacted	Event Coordinator Site supervisor First aid officer
JUMPING CASTLE	6	Jumping castle to be weighted not pegged into ground Anchor ropes	Contractor is to be advised prior to set up by Event Coordinator To be fitted with brightly coloured flags. Inspected for fraying etc	Event Coordinator Jumping Castle Contractor

VIOLENCE	8	Monitor crowd behaviour Defuse potential conflict situations	Physical walk around Separate or remove patrons	Security Guards Security Guards
INTOXICATION	8	Security and adequate staff to supervise the event. Communication between staff.	Security to respond and attend the incident. Stop supply of alcohol	Security Guards Event Organiser Licensee
HOSTILE VEHICLE	12	Limit access to vehicles Slow the traffic Use security barriers and continuous perimeter evaluation	Security to monitor vehicle access. Reduce speed zone at entry points Install protective barriers and physical perimeter security	Security Guards Traffic Management Group Traffic Management Group and Security Guards
COVID-19			See separate COVIDSafe Event Checklist	

This information should be tailored to suit your event.

APPENDIX 3

Risk Audit Checklist template

TEMPLATE AVAILABLE ONLINE AT WWW.EASTGIPPSLAND.VIC.GOV.AU/LEISURE/EVENTS



Risk Audit Checklist



**TEMPLATE AVAILABLE ONLINE AT WWW.EASTGIPPSLAND.VIC.GOV.AU/LEISURE/EVENTS

FOR YOUR OWN USE ON DAY OF EVENT

DETAILS
Event Name
Event Description
Event Manager
Event Location
Persons Completing Inspection
Date

NOTE - Indicate your response by selecting the appropriate check box.

EVENT / FESTIVAL CHECK LIST		ACCEPTABLE	NOT ACCEPTABLE	NOT APPLICABLE
1.	HEALTH AND SAFETY SYSTEMS			
1.1	Emergency Management Plan Available on Site	☐	☐	☐
1.2	Risk Management Plan Available on Site	☐	☐	☐
1.3	Induction Records for all staff, volunteers and Contractors	☐	☐	☐
1.4	Emergency Procedures Chart Available on Site	☐	☐	☐
1.5	Incident / Accident Report Forms	☐	☐	☐
1.7	Contract JSA / SWMS on site	☐	☐	☐
1.8	MSDS available for all chemicals held on site	☐	☐	☐
2.	EVENT SITE			
2.1	Work areas free from rubbish and obstructions	☐	☐	☐
2.2	Surfaces safe and suitable	☐	☐	☐
2.3	Free from slip/trip hazards	☐	☐	☐
2.4	Stock/material stored safely	☐	☐	☐
2.6	Adequate lighting	☐	☐	☐
2.7	Adequate space for pedestrian and emergency services access/egress	☐	☐	☐

RISK AUDIT CHECKLIST

EVENT / FESTIVAL CHECK LIST		ACCEPTABLE	NOT ACCEPTABLE	NOT APPLICABLE
3.	ELECTRICAL			
3.1	No broken plugs, sockets, switches	☐	☐	☐
3.2	No frayed or defective leads	☐	☐	☐
3.3	Power tools in good condition	☐	☐	☐
3.4	No work near exposed live electrical equipment	☐	☐	☐
3.5	Tools and leads inspected and tagged	☐	☐	☐
3.6	No strained leads	☐	☐	☐
3.7	No cable-trip hazards	☐	☐	☐
3.8	Switches / circuits identified	☐	☐	☐
3.9	Lock-out procedures / danger tags in place	☐	☐	☐
3.10	Earth leakage systems used	☐	☐	☐
3.11	Start / stop switches clearly identified	☐	☐	☐
3.12	Switchboards secured	☐	☐	☐
3.13	Appropriate fire fighting equipment	☐	☐	☐
4.	MOBILE PLANT AND EQUIPMENT (incl RIDES)			
4.1	Plant and equipment in good condition	☐	☐	☐
4.2	Daily safety inspection procedures / checklists	☐	☐	☐
4.3	Fault reporting / rectification system used	☐	☐	☐
4.4	Operators trained and licensed	☐	☐	☐
4.5	Warning and instructions displayed	☐	☐	☐
4.6	Certification of maintenance and operation	☐	☐	☐
4.7	Satisfactory operating practices	☐	☐	☐
4.8	Fire extinguisher appropriate and available	☐	☐	☐
4.9	Infrastructure installed appropriately, with no trip hazards	☐	☐	☐
4.10	Infrastructure and Rides installed on flat, secure surface	☐	☐	☐
5.	STALLS			
5.1	Adequate work space	☐	☐	☐
5.2	Clean and tidy	☐	☐	☐
5.3	Free from excess oil and grease	☐	☐	☐
5.4	Adequately guarded	☐	☐	☐
5.5	Warnings or instructions displayed	☐	☐	☐
5.6	Operated safely and correctly	☐	☐	☐

RISK AUDIT CHECKLIST

EVENT / FESTIVAL CHECK LIST		ACCEPTABLE	NOT ACCEPTABLE	NOT APPLICABLE
6.	FOOD STALLS			
6.1	Gas bottles securely fixed to trolley	☐	☐	☐
6.2	Fire extinguisher near work area	☐	☐	☐
6.3	LPG bottles within 10 year stamp	☐	☐	☐
6.4	Protective equipment provided and worn	☐	☐	☐
6.5	Food safety plan and health permit provided	☐	☐	☐
6.6	Safe Food Handling Requirements displayed	☐	☐	☐
6.7	Refrigeration available where required and in good working order	☐	☐	☐
6.8	Good hygiene practices demonstrated	☐	☐	☐
7.	PERSONNEL			
7.1	Wearing appropriate PPE	☐	☐	☐
7.2	Undertaking required rest breaks	☐	☐	☐
7.3	Staffing levels appropriate ie First Aid	☐	☐	☐
7.4	Event being conducted in a safe and professional manner	☐	☐	☐

8. ACTIONS REQUIRED

SAMPLE

APPENDIX 4

Events Marketing Planner template

TEMPLATE AVAILABLE ONLINE AT WWW.EASTGIPPSLAND.VIC.GOV.AU/LEISURE/EVENTS



Event Marketing Planner



**TEMPLATE AVAILABLE ONLINE AT WWW.EASTGIPPSLAND.VIC.GOV.AU/LEISURE/EVENTS

THIS TEMPLATE HAS BEEN DESIGNED TO ASSIST YOU IN PREPARING A FUNCTIONAL MARKETING PLAN.

THIS INFORMATION MUST BE TAILORED TO SUIT YOUR EVENT

STEP 1: EVENT DETAILS	
Event Name	
Event Date	<i>Make sure your event does not clash with others. You can check on-line event calendars or with council</i>
Time(s)	
Location	
Background	<i>How did this event start? Is it a one-off or regular occurrence? Does it have a community, charity or commercial focus?</i>
Event Description	<i>Briefly describe what will be happening – keep it to about 200 words.</i>
Objectives Identify the primary objectives of your event. What are you trying to achieve?	<i>Objectives should be measurable. Examples might be “to raise at least \$X towards a project; “to establish a world class event that attracts recreational and elite sport people to East Gippsland”:</i>

EVENT MARKETING PLANNER

STEP 2: MARKETING DEVELOPMENT						
Target Audience	People: Males Females Singles Families Couples N/A					
	Groups: Under 18 18-24 years 25-44 years 45-64 years 65+ N/A					
Target Audience	Describe the type of people who will attend your event and who you will be targeting. Consider their general interests (the sort of thing that will appeal to them, what activities will be available to keep them there.)					
Target Audience	Other audience information:					
Branding	Identify the features that make your event unique or special					
Branding: Event Name	Does it clearly identify what the event is about? Is it easy to say and read? Is there a slogan attached to the event name? Describe:					
Branding: Logo	Does the event have a strong logo design or a specific brand? Consider a theme to vary its concept from year to year?					
Market Research Market Research is an important part of your event planning, especially if this is the first time the event has been held. Key areas of research: - Event sustainability - Competitor research - SWOT analysis	Before any event promotion, it is advised that the event conducts market research into the effects on 3 key areas of event sustainability: - Economic - Social - Environment Research into these areas will tell you if your event will be viable, equitable and bearable, enabling your event to run more easily.					

EVENT MARKETING PLANNER

Market Research: Environmental Impact:	<i>Will the event have any impact on the environment? Is your event a Waste Wise Event? Have you considered energy usage at the event?</i>
Market Research: Competitor Research	<i>Who else are doing events similar? What do you like about the event? What could be improved? What would you do differently?</i>
Market Research: SWOT Analysis • Strengths • Weaknesses • Opportunities • Threats	<i>Do a SWOT matrix to learn more about your event:</i>
Event Promotion Strategies Identify 3-5 strategies that will be used to achieve event promotion. For Example: advertising, community involvement or event appeal	1. 2. 3. 4. 5.
Event Promotion Measurable Outcomes Your success should be measured by outcomes from your promotion strategies.	<i>What can you measure marketing success against?</i> • Ticket sales? • Social media engagement? • Total event revenue?
Event Promotion Provide an overview of the measures you will use to implement your marketing strategies.	<i>Industry and attendee survey, advertising, public relations (PR), event appeal, what promotion will you use?</i>
Event Promotion: Australian Tourism Data Warehouse (ATDW)	<i>All major events should register event with the ATDW to be included in state and nationwide media opportunities, be listed with Visit Gippsland and Visit East Gippsland Events Calendar</i>
Event Promotion: Communications Plan	<i>Develop a communications plan calendar that outlines each marketing action, who is responsible and what the message is (e.g. media release informing of ticket sale prices).</i> • What are your key messages? • Who is your audience and where do they get information? • When is the right time to get those messages across? Too early and your audience won't retain information. Too late and your audience won't be prepared in time for your event

EVENT MARKETING PLANNER

Budget: Estimating Budget	<i>Research the costs of things such as printing, signage, paid advertising, photography and other promotional material, etc.</i>
Budget: Estimated Income	<i>Consider income from all likely sources – eg: grants, sponsorship, ticket sales, donations, sales of food and beverages, in kind.</i>
Budget: Estimated Marketing Expenditure	<i>Evaluate how much money you need to get the event up and running. How much has been allocated towards marketing? Do you already have sufficient funding; do you expect to pay out of profits – or do you need to seek grants, sponsorship and/or in-kind support?</i> • <i>Create a tiered model of most to least important marketing tools</i> • <i>Consider cost and effectiveness (audience reach and outcomes met such as ticket purchases or social media sharing)</i>

STEP 3: MARKETING EVALUATION

Monitoring Identify the steps you will undertake to evaluate the success of your event.	<i>Consider doing a Post-Event Evaluation or debrief to consider what went well what could be improved what don't we do?</i> 1. <i>What was the most effective marketing tool, and why?</i> 2. <i>What was the least effective marketing tool, and why?</i> 3. <i>Was the marketing budget spent well?</i> 4. <i>What other resources were not utilised and could be considered next time?</i> 5. <i>Using your Marketing Measurable Outcomes, did you achieve marketing success? If not, what do you think went wrong?</i>
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APPENDIX 5

Site Plan Checklist template

TEMPLATE AVAILABLE ONLINE AT WWW.EASTGIPPSLAND.VIC.GOV.AU/LEISURE/EVENTS



Site Plan Checklist



**TEMPLATE AVAILABLE ONLINE AT WWW.EASTGIPPSLAND.VIC.GOV.AU/LEISURE/EVENTS

THIS INFORMATION MUST BE TAILORED TO SUIT YOUR EVENT

Use the following to identify what you should include on your site plan

EXISTING ELEMENTS	CHECK	TEMPORARY ELEMENTS	CHECK
Direction of north			
Significant trees and fauna or flora sites, bodies of water			
Adjacent property owners SHOW PROXIMITY			
Public telephone/s			
Existing barriers such as fencing or bollards		Temporary Fencing (mesh and picket) SHOW DIMENSIONS	
Existing and/or created entry and exit points		Temporary entry/exit points SHOW <i>WIDTH</i> DIMENSIONS OF EACH POINT	
Existing buildings and structures SHOW DIMENSIONS		Large Temporary Structures: - tents & marquees (over 100sqm) - stages (over 10mx15m) - prefabricated building (over 100sq m) - aerial rigs - cordoned off areas SHOW DIMENSIONS	
		Small Temporary Structures - tents & marquees (under 100m²) - portable structures (site huts, toilets) - stages (under 150m²) SHOW DIMENSIONS	
Permanent grandstands SHOW DIMENSIONS		Temporary viewing areas – grandstands that accommodate more than 20 patrons Temporary road closures including signs and marshals	
Existing pedestrian paths and walkways		Temporary pedestrian paths and walkways, including disabled paths.	

SITE PLAN CHECKLIST

Existing steps and ramps		Temporary steps and ramps (including stages)	
		Start/Finish gantries and lines	
		Route and direction of race (land, road and water)	
		Pyrotechnics firing area and public exclusion zone	
Existing amusement rides		Jumping castles and mechanical rides	
		Animal Nursery	
Restaurants, canteens		Temporary food vendors	
		Licenced areas (show how area is cordoned off from public – type of fencing used, position, height)	
		Event Operations Centre Event Information Centre Lost children/property area	
Existing power source		Temporary power source	
Existing toilets		Location of temporary toilets	
• Show male • Show female • Show disabled		• Show male • Show female • Show disabled	
Existing water fountains		Temporary water sources like taps, fountains and water trailers.	
Existing garbage bins		Temporary garbage bins Temporary skips	
Existing car parks including access car parks Existing disabled car parks		Temporary parking areas for: • Public • Temporary Access Parking (disabled) • Emergency vehicles	
Existing fire extinguishers and type, hoses and or water points (taps)		Firefighting equipment (tankers, blankets, extinguishers and type of)	
Emergency access/egress routes Show direction of travel SHOW DIMENSIONS		Access path (min 4m wide) for all emergency services to all key locations within the venue Show direction of travel SHOW DIMENSIONS	
Emergency assembly areas		Evacuation route	
Existing location and size of First Aid Facility		Location and size of First Aid Facility	
		Position of security guards	
Existing unsafe areas		Restricted or unsafe areas (fireworks discharge areas, fuel storage, generators, back of house for performers etc)	
		Signage positions, showing position of key information signs to inform the public of amenities and services	

APPENDIX 6

Example Site Plan

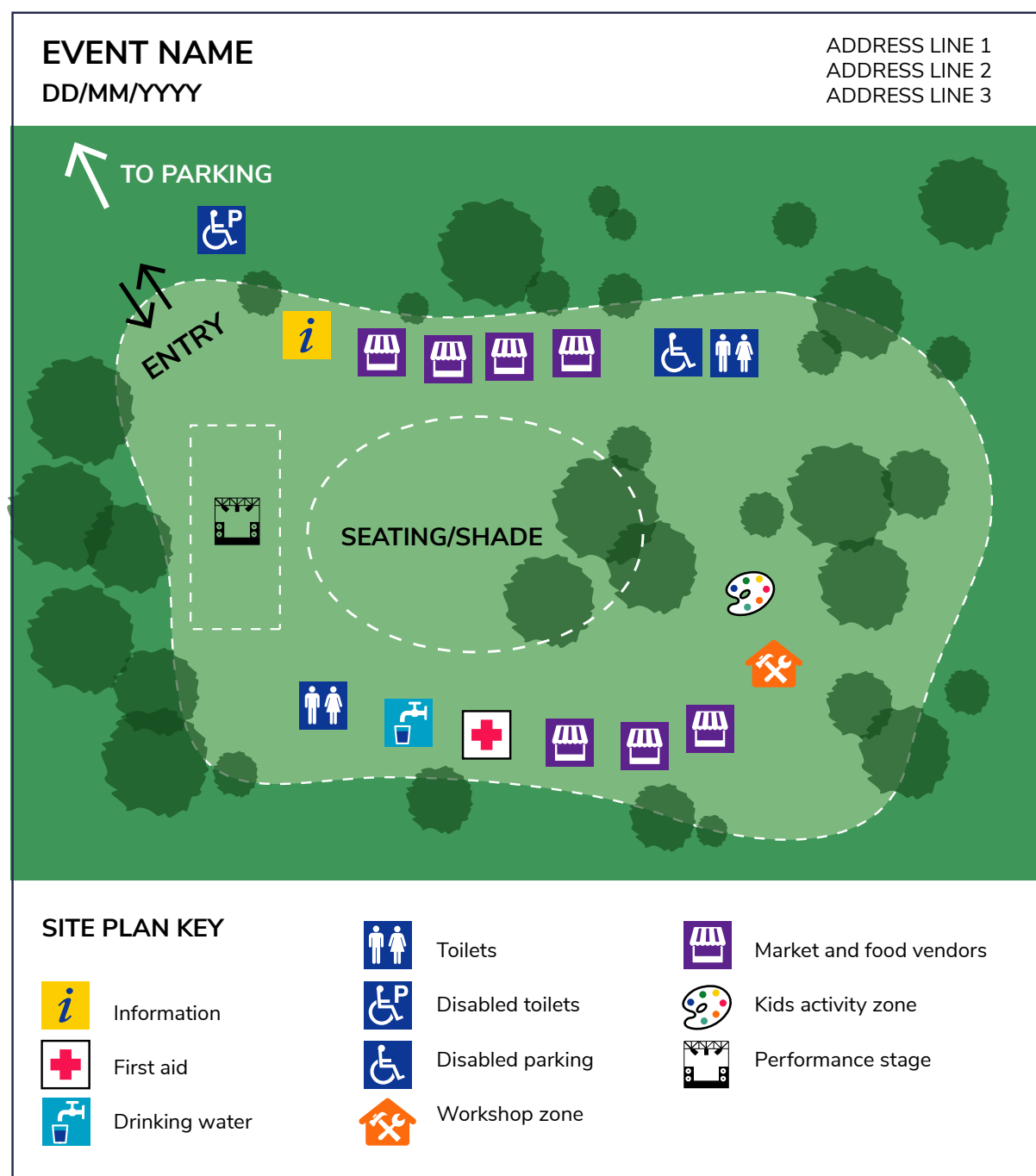
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Example Site Plan

****AVAILABLE ONLINE AT WWW.EASTGIPPSLAND.VIC.GOV.AU/LEISURE/EVENTS**

Example site plan shows important event locations such as information tent, toilets, water, first aid and disability access. Site plan should also show event footprint so that land managers know the size of your event and the type of activities being conducted, especially where amplified sound will be. Other important items include temporary structures, such as marquees, parking or safety barrier fencing. Site plan should also inform if your event is near a road or waterway. Your site plan must also include event name and date and include an address.



APPENDIX 7

Acknowledgement of the Gunai / Kurnai as Traditional Owners

ALSO AVAILABLE ONLINE AT WWW.EASTGIPPSLAND.VIC.GOV.AU/LEISURE/EVENTS



Acknowledgement of the Gunai / Kurnai as Traditional Owners



**AVAILABLE ONLINE AT WWW.EASTGIPPSLAND.VIC.GOV.AU/LEISURE/EVENTS



Over Time We Come Together by Cassie Leatham

The Victorian constitution recognises the spiritual, social, cultural and economic relationship that the Aboriginal people of Victoria have with their traditional lands and waters within Victoria. Acknowledging Gunai / Kurnai people as traditional owners affirms the unique status of Victoria's Aboriginal people as the descendants of Australia's first people.

Acknowledgement is necessary to enable the realisation of Aboriginal cultural rights – the right to the enjoyment of their identity and culture, the maintenance and use of language, kinship ties, spiritual material and relationship with the land and waters. It is a step towards the realisation of these cultural rights and promotes the health and well-being of Gunai / Kurnai people generally. We recognise that cultural survival is crucial to the health and well-being of indigenous people.

When is an acknowledgement of the Gunai / Kurnai people as traditional owners required?

Official events and at the beginning of any external meetings.

The following words should be used when acknowledging the Gunai / Kurnai people as the traditional owners:

"I would like to acknowledge the gunai / kurnai people, the traditional custodians of the land on which we are gathered and pay my respects to their elders both past and present."

APPENDIX 8

Help Sheet for Applying for a Grant

ALSO AVAILABLE ONLINE AT WWW.EASTGIPPSLAND.VIC.GOV.AU/LEISURE/EVENTS



Help Sheet for Applying for a Grant



****ALSO AVAILABLE ONLINE AT WWW.EASTGIPPSLAND.VIC.GOV.AU/LEISURE/EVENTS**

USE THIS TO HELP YOU PLAN, PREPARE AND WRITE YOUR FUNDING APPLICATION.

GRANT SEEKING STAGES

Stage 1 - Preparation & Planning

Stage 2 - Identifying Opportunities

Stage 3 - Writing the Application

Stage 4 - Reporting

STAGE 1: PREPARATION & PLANNING

- Integrity of the idea / project
- Don't go chasing shiny things (don't go for grant just for the money)
- HINT: This bit should take the most time

WHAT?	WHY?	WHO?	HOW?
• What do you want to do? • What's your idea? • Solve an issue? • Capitalise on an opportunity?	• Why is it important to your community? • Need? • Opportunity? • How will the community benefit? • Why should a grant-maker support you? • What will happen if your project doesn't proceed?	• Who will be involved in the project? • Partners/Supporters • Participants • Volunteers • Beneficiaries	• How will the project be delivered? • What are the key project stages? • Tasks/Resources/Responsibility

HELP SHEET FOR APPLYING FOR A GRANT

WHEN?	WHERE?	HOW MUCH?	TOP TIPS
- When will the project happen? - What are the critical dates?	- Where will the project happen? - Is the venue / site fit for purpose? Permits? OH&S? - How will you know if the project has been successful? - How will you share the story of your project?	How much will it cost? Expenditure - Consider all costs including the less obvious eg: marketing/Admin/insurance - Get quotes for larger items/costs - Don't just make costs up Income - Co-contribution from your own group & other partners, - Supporters, funding body - In-kind contribution - Income/ticket sales	- Grant makers love evidence! - Be specific - The whole community will benefit won't cut it! - Evaluation and documentation need to be planned at the beginning! - Be realistic - don't inflate or underestimate your budget! - Talk to your partners early on to ensure you are on the same page.

STAGE 2: IDENTIFYING OPPORTUNITIES

- The bit that is often left to chance
- Understanding the focus & values of your group
- Aligning those with a potential funding partner

Identifying potential funders:

- Government (local, State & Federal)
- Business (sponsorship)
- Philanthropy
- Crowd funding / Other

Consider:

- Partners
- Scale of project
- Capacity to raise funds
- Grants may seem the easiest way but they are hard work and bring responsibilities

Researching opportunities:

Look at similar projects that have been delivered elsewhere

- Philanthropy Australia
- www.ourcommunity.com.au
- Grants Victoria (government)
- FRRR
- Strategic Grants

Check out the funder's website:

- What are their interests?
- What are they trying to achieve?
- What have they funded in the past?

Read the guidelines thoroughly:

- Who is eligible to apply?
- What can/can't be funded?

Align your organization / project with the funder:

- Do you have a match?
- Do you have any questions?

STAGE 3: WRITING – THE EASY BIT!

- Use clear, simple language. No need to write a thesis. Keep it simple and succinct
- Avoid technical language and define words where necessary
- Spell out acronyms
- Assume the reader knows nothing about your organisation, project or community
- Use evidence to support claims
- Use facts, not opinions
- Be specific when answering questions
- Make it clear what you are going to use the requested funds for

STAGE 4: REPORTING

The bit most forget, don't like or do badly but it is extremely important.

- Reflect and learn while ensuring you look at your documentation and evaluation measures
- Share your story, the inspiration, excitement and achievement or failures
- Opportunity to promote your work and build your group's profile
- Use the form provided by the grant-maker
- Go back to your application – this is what the grant-maker will refer to when reading your report
- Explain what happened
- Provide photos or videos to help tell the story of your project
- Good reporting also gives the funder the opportunity to celebrate your project internally and use it to make a case for more grant money

BEFORE YOU SUBMIT - CHECKLIST

- Have you answered all the questions?
- Have you triple checked your budget? (It must balance or your project will be ineligible in most cases)
- Do you have all requested/recommended supporting documents & materials?
- Ask someone who knows nothing about the project to read your application and then ask them what you are doing? If they can't tell you, you need to revisit and clarify your descriptions.

Tip: Grant makers assess what you have submitted - they do not always have time to chase up material you have failed or forgotten to provide.

AND WHEN IT'S ALL DONE & DUSTED

Successful:

- Celebrate, say thank you, acknowledge your funder, deliver your project!
- It will be in your agreement that you need to acknowledge your funder in all promotional material and speeches relating to the project. It is important that you do this. Many funders give you money because they are trying to build positive relationships within communities. If you do not acknowledge where the funding is from you negate this major aim

Unsuccessful:

- Don't take it personally
- Ask for constructive feedback
- Re-visit the project
- Explore other funding options

