

INTRODUCTION

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

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

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

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

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

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

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

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

1.1 AIM AND PURPOSE

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

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

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

1.2 TIMING

Factors that should inform the timing of your event include:

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

1.3 VENUE

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

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

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

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

If the event is on private land

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

If event is on public land

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

1.4 ORGANISING COMMITTEE

Who is the body running the event?

- A festival or event organisation should be an incorporated body to ensure that any liabilities are enforceable against the organisation itself rather than committee members personally.
- If the Festival is not an incorporated organisation, the event should be auspiced by an appropriate organisation. For further information about what auspicing entails check the website below. [Auspicing | Not for Profit Law Information Hub](#)
- A committee should consist of members from a range of backgrounds, and with different areas of expertise and skills. Ideally the committee should be broken up into sub-committees to handle different areas of the event. This can be varied depending on the type of event and the skills within the group, but could be:
 - Administration/ Co-ordination
 - Programming
 - Finance
 - Food/Amenities
 - Communication
 - Marketing & Promotion
 - Logistics
 - Volunteer Management
- It is useful to have tasks broken up into broad areas in order to identify gaps and to recruit the appropriate people to the committee.

1.5 INSURANCE

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

- If other companies are involved in your event such as amusement providers, they should have their own insurance coverage. Organisers of an event should check their certificate of currency.
- For general information on insurance and risk [Insurance and risk | Not for Profit Law Information Hub](#)
- For quotes on insurance for community groups, check the website below.

www.localcommunityinsurance.com.au

2.1 TRAFFIC MANAGEMENT

If your event:

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

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

For further information contact: mail@yarraranges.vic.gov.au
Or phone 1300 368 333 for advice from a traffic engineer.

2.2 FOOTPATH TRADING

Be aware that there are a number of conditions attached to trading on footpaths and this is not permissible without a [permit](#).

2.3 PLACES OF PUBLIC ENTERTAINMENT

If you are planning a public entertainment event, you may be required to obtain a [Place of Public Entertainment Permit](#).

The purpose of this approval is to ensure the event complies with all safety requirements, such as exits, fire safety and public amenities. Where a temporary structure is being erected, this also ensures the structure is suitably located and sound in construction.

Applications for an Occupancy Permit must be made to the Municipal Building Surveyor.

A place of public entertainment is defined as an area used for public entertainment when it is greater than 500m²

Exemptions are in place for community based organisations. Please contact the Building Department to discuss if this is applicable to you.

For further information, refer to the **Victorian Building Authority Practice Note**.

Are you erecting any structures?

- You must have a current occupancy permit for your prescribed temporary structures before making an application for a place of public entertainment. This is arranged through the Victorian Building Authority

A Prescribed Temporary Structure is:

- A stage or platform exceeding 150m²
- A tent, marquee or booth with a floor area greater than 100m²
- A seating stand that holds more than 20 people
- A prefabricated building with a floor area exceeding 100m² which is used as an assembly building / places of public entertainment

APPLICATION PROCESS

There is a minimum length of time prior to the commencement of an event that an application for an Occupancy Permit (including all its support) must be submitted to the Municipal Building Surveyor.

- Events with less than 5,000 occupants require 15 working days
- Events with 5,000 - 10,000 occupants require 20 working days

- Events with over 10,000 occupants require 60 working days

**For further information or advice contact
Yarra Ranges Council Building Services Team 1300 368 333**

2.4 WASTE MANAGEMENT

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

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

Mini skips and bins are easily obtained through the internet or Yellow Pages. If public sites are not left waste free, the full cost of clean-up may be invoiced to event organisers.

As a rough guide, depending on the type and duration of your event, you could estimate the following for a single 8 hour event:

1-10- bins up to 400 people
11-20 bins 800-1000 people
21-40 bins 3000 – 4000 people
41-60 bins 6000 – 7000 people

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

Wash Against Waste kits are available for loan from [ECOSS](#). These are supplies of crockery and cutlery which can be washed and re-used rather than using disposable items.

For details and to book any items contact [ECOSS](#) directly

3.1 FOOD

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

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

Some options are:

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

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

This information can be accessed on the link below
[Information for community groups selling food to raise funds \(health.vic.gov.au\)](http://health.vic.gov.au)

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

Council are happy to assist : phone Health Services Team on 1300 368 333

3.2 ALCOHOL

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

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

- Councils Local Laws do not permit the consumption of alcohol in many public places, including some recreation reserves, public reserves, parks, or areas of open space. For information regarding the specifics of the law. Please refer to: [Drinking in Public Places](#).

3.3 TOILET FACILITIES

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

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

| Patrons (at any one time) | Males | | | Females | |
|---------------------------|-------|---------|-------------|---------|-------------|
| | WC | Urinals | Hand Basins | WC | Hand Basins |
| <500 | 1 | 2 | 2 | 3 | 2 |
| <1000 | 2 | 3 | 3 | 4 | 3 |
| <2000 | 3 | 5 | 5 | 7 | 5 |
| <3000 | 5 | 8 | 7 | 10 | 7 |
| <5000 | 6 | 12 | 10 | 16 | 12 |
| <10000 | 10 | 23 | 18 | 32 | 26 |

For events serving alcohol the following is required.

| Patrons (at any one time) | Males | | | Females | |
|---------------------------|-------|---------|-------------|---------|-------------|
| | WC | Urinals | Hand Basins | WC | Hand Basins |
| <500 | 2 | 2 | 2 | 4 | 2 |
| <1000 | 3 | 5 | 4 | 6 | 3 |
| <2000 | 5 | 8 | 7 | 11 | 7 |
| <3000 | 7 | 12 | 11 | 15 | 11 |
| <5000 | 11 | 18 | 15 | 24 | 18 |
| <10000 | 15 | 33 | 27 | 48 | 40 |

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

3.4 RISK MANAGEMENT

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

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

- Identify potential hazards associated with your event.

- Take steps to minimise or eliminate the risk prior to your event taking place

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

The Risk Assessment should look at areas such as:

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

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

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

www.worksafe.vic.gov.au

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

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

www.stjohnvic.com.au

[Child Safe](#)

4.1 MARKETING

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

The main marketing methods used are:

- Local and daily newspapers, media releases, "What's On" section

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

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

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

- what
- when
- where
- how much

4.2 SIGNAGE

Appropriate signage can provide good publicity and exposure.

Some of the options available to you for signage are:

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

Banners must not:

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

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

- Applying for a [Community advertising sign](#) through our website.

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

These may be:

- **Creative Communities**

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

Contact: festivals@yarraranges.vic.gov.au

All Council owned halls and venues are available for hire through Creative Communities.

Contact: hallsandvenues@yarraranges.vic.gov.au

- **Civil Development Services**

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

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

Contact : Traffic Engineers on 1300 368 333 or

mail@yarraranges.vic.gov.au

- **Building Services**

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

Building Services are bound by the:

- Building Act 1993, Building Regulations 2006
- Building Code of Australia

contact: Building Services 1300 368 333

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

Officers are bound by the :

- Food Act 1984

Contact: Health Services on 9294 6415

- **Waste Management**

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

- **Local Laws**

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

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

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

The information contained in this document is intended as a quick guide only to get you started with your event.

A range of checklists and other relevant planning tools are available from the Council website under [Planning an Event](#).

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

For further advice and to discuss your project contact Yarra Ranges Council Community Festivals and Events Development officer:
at festivals@yarraranges.vic.gov.au

| HANDY CHECKLIST | | |
|--|---|--|
| Event Date | | |
| Has the date been checked to ensure it doesn't clash with other events? | <input type="checkbox"/> Yes <input type="checkbox"/> No | Check Calendar of Events |
| Traffic & Parking | | |
| Will the event require any road or street closure? | <input type="checkbox"/> Yes <input type="checkbox"/> No | For further advice contact a Council Traffic Engineer. 1300 368 333 |
| Increase road congestion in the area? | <input type="checkbox"/> Yes <input type="checkbox"/> No | |
| Restrict access to, or require the use of footpaths? | <input type="checkbox"/> Yes <input type="checkbox"/> No | |
| Require parking beyond the immediate event site? | <input type="checkbox"/> Yes <input type="checkbox"/> No | |
| Is there an impact on public transport services? (trains, buses – is there a need for additional services or will services be deviated, delayed, replaced or cancelled?) | <input type="checkbox"/> Yes <input type="checkbox"/> No | |
| Waste Management | | |
| Will the event generate waste/rubbish | <input type="checkbox"/> Yes <input type="checkbox"/> No | |
| Has a waste management plan must be put in place | <input type="checkbox"/> Yes <input type="checkbox"/> No | |
| Have you organised sufficient helpers to clean up after the event? | <input type="checkbox"/> Yes <input type="checkbox"/> No | |
| Any litter prevention and clean up strategies for the event in place? | <input type="checkbox"/> Yes <input type="checkbox"/> No | |
| Have you organised extra bins if required?? | <input type="checkbox"/> Yes <input type="checkbox"/> No | |
| Will waste water or any other hazardous materials be generated? | <input type="checkbox"/> Yes <input type="checkbox"/> No | |
| If yes have you consulted Councils environmental health officer? | <input type="checkbox"/> Yes <input type="checkbox"/> No | |
| Venue | | |

| | | |
|---|---|---|
| Has the venue been booked? Or Do you have permission from the land or venue owner? | <input type="checkbox"/> Yes <input type="checkbox"/> No | |
| Is there appropriate planning permission for the intended use of the land for your event? | <input type="checkbox"/> Yes <input type="checkbox"/> No | |
| If using a YRC venue, will site or ground preparation be required by YRC? | <input type="checkbox"/> Yes <input type="checkbox"/> No | Advance notice required. If outside of works schedule a fee will apply. |
| Food & Drink | | |
| Will there be food & drink available at the event? | <input type="checkbox"/> Yes <input type="checkbox"/> No | |
| Are vendors registered with Streatrader? | <input type="checkbox"/> Yes <input type="checkbox"/> No | |
| Will there be alcohol sold at the event | <input type="checkbox"/> Yes <input type="checkbox"/> No | |
| Has a Temporary Liquor licence been applied for? | <input type="checkbox"/> Yes <input type="checkbox"/> No | |
| Toilets | | |
| Are there adequate toilets for the anticipated audience | <input type="checkbox"/> Yes <input type="checkbox"/> No | |
| If no have portable toilets been organised? | <input type="checkbox"/> Yes <input type="checkbox"/> No | |
| Has a schedule of cleaning and stocking been organised? | <input type="checkbox"/> Yes <input type="checkbox"/> No | |
| First Aid | | |
| Has First Aid been organised? | <input type="checkbox"/> Yes <input type="checkbox"/> No | |
| Fireworks /Pyrotechnics | | |
| Will the event involve fireworks, firecrackers or pyrotechnics? | <input type="checkbox"/> Yes <input type="checkbox"/> No | |
| Have you obtained Council Local Laws approval, and | <input type="checkbox"/> | |
| Are you using a licenced pyrotechnician? (mandatory) | <input type="checkbox"/> | |
| Do they have Workcover approval? | <input type="checkbox"/> | |
| Have CFA been notified of the event? | <input type="checkbox"/> | |

| | | |
|---|---|---|
| Have Local residents who live within 1 km radius been notified (must be 2 weeks prior to the event) | <input type="checkbox"/> | |
| Has a fire plan been developed for the event? | <input type="checkbox"/> Yes <input type="checkbox"/> No | |
| Has a cancellation policy been considered? | <input type="checkbox"/> Yes <input type="checkbox"/> No | |
| Temporary Structures | | |
| Will temporary structures (e.g. marquees stages, seating) be used? | <input type="checkbox"/> Yes <input type="checkbox"/> No | Building and Occupancy permits may be required from Councils Building Services. You may need a P.O.P.E (Place of Public Entertainment permit) |
| Will event have amusement rides, jumping castles, entertainment vendors etc? | <input type="checkbox"/> Yes <input type="checkbox"/> No | If powered amusement rides are operating, Worksafe design notification should be supplied in your event management plan. Jumping castles are not permitted on council land. |
| Will event require access to power? | <input type="checkbox"/> Yes <input type="checkbox"/> No | |
| Have any temporary generators and other electrical equipment been tested and tagged. | <input type="checkbox"/> Yes <input type="checkbox"/> No | |
| Will event be using Gas cylinders or other sources of gas? | <input type="checkbox"/> Yes <input type="checkbox"/> No | |
| Have Gas appliances been secured, tested, tagged and approved. | <input type="checkbox"/> Yes <input type="checkbox"/> No | |
| Other Permits Required | | |
| Will live or recorded music be played? | <input type="checkbox"/> Yes <input type="checkbox"/> No | |
| Have you applied for a licence from APRA for use of recorded or live music | <input type="checkbox"/> Yes <input type="checkbox"/> No | |

| | | |
|--|---|--|
| www.apraamcos.com.au/music-customers/ | | |
| Will raffles, lotteries or fundraising activities take place? | <input type="checkbox"/> Yes <input type="checkbox"/> No | |
| Have you applied for a permit from Consumer Affairs Vic | <input type="checkbox"/> Yes <input type="checkbox"/> No | |
| Does your event require use of airspaces/air site facilities (including helicopter landing) | <input type="checkbox"/> Yes <input type="checkbox"/> No | |
| Have you received Permission from Civil Aviation Authority | <input type="checkbox"/> | |
| Event Marketing | | |
| Has an event marketing plan been developed? | <input type="checkbox"/> Yes <input type="checkbox"/> No | |
| Do you plan to use roadside banner poles? | <input type="checkbox"/> Yes <input type="checkbox"/> No | |
| Have you booked them | <input type="checkbox"/> | |
| Will you be erecting any roadside signage other than banner poles? | <input type="checkbox"/> Yes <input type="checkbox"/> No | |
| Have you obtained Signage permits? | <input type="checkbox"/> Yes <input type="checkbox"/> No | |
| Risk Management | | |
| Has a risk safety and emergency management plan been developed? | <input type="checkbox"/> Yes <input type="checkbox"/> No | |
| Indicate which emergency services agencies | <input type="checkbox"/> Police <input type="checkbox"/> CFA | |

| | | |
|--|---|---|
| have been consulted | <input type="checkbox"/> Ambulance <input type="checkbox"/> SES | |
| Has a security plan been developed for your event? | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A | |
| If a private security firm is used do they have appropriate qualifications? | <input type="checkbox"/> Yes <input type="checkbox"/> No | |
| Has a crowd control plan been developed? | <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A | Plan may be required by Council and Police dependent on numbers |
| Accessibility | | |
| Has an accessibility plan been developed to ensure access to all people including those with a disability? | <input type="checkbox"/> Yes <input type="checkbox"/> No | Access checklist available from Councils Festivals liaison officer. |
| Has accessibility been checked for emergency vehicles? | <input type="checkbox"/> Yes <input type="checkbox"/> No | There must be access for emergency vehicles to access all points of the event site. |
| Insurance | | |
| Do you have the appropriate insurances in place? Public Liability certificate of currency | <input type="checkbox"/> Yes <input type="checkbox"/> No | |