



Managing Your Event

A Guide for Organisers

Disclaimer:

Berrigan Shire Council does not take responsibility for the content of this document, it serves only as a guide to prospective organisations seeking access to Council properties and/or resources or funding for the purpose of an event.

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1.0 Introduction

Events form an important component of community life delivering social and economic gains, and as such the Berrigan Shire Council view events as a valuable aspect of tourism and community involvement. Developing and growing an event, regardless of size can seem an overwhelming task, but with careful planning and co-ordination it can be an extremely rewarding exercise.

This guide has been developed to assist organisers planning an event in the Berrigan Shire. It is not designed to explain in detail how to hold an event, but rather assist in the planning of your event, to highlight some issues you will need to address, and to provide you with some information on how to evaluate and progress your event.

Some of the information presented in this guide may not be applicable to your event, simply because it is a smaller community event. It is important, however to read through the information and refer to those guidelines which are relevant. As event organisers you have a responsibility to your invited public; if you are unsure about your obligations always contact the Council.

2.0 Event Planning

Event planning is the process of identifying what will be required to hold an event, highlighting any issues and assigning roles to members of your organising group or committee. The following is a list of areas that should be addressed when planning your event. It is not an exhaustive list, with the unique nature of each event determining what will need to be considered.

- Council requirements
- Budget
- Location
- Event Agenda/Program
- Sponsorship
- Marketing and Promotion
- Participant Registration/Ticketing
- Permits and Licences
- Contractors/Suppliers
- Risk Management
- Security
- Emergency Services/Plan
- Waste Management
- Traffic Management
- Site Preparation and Plan
- Cleaning and Maintenance
- Volunteer Assistance
- Day of the Event – Roles/Responsibilities
- After the Event

2.0.1 Council requirements

It cannot be stressed enough; the Council is the most important organisation you can contact. Allow enough time to contact the Council; they will advise you on what you can or can't do and what further information is required. *Refer to **4.0 Approvals and Licences**.*

2.0.2 Budget/CashFlow

You should prepare an event budget, identifying what income you will expect and what your expenses will be. This will also allow you to identify any income shortfalls that will necessitate the need for additional fundraising, sponsorship or grant funding. It will also assist in identifying expenditure areas that may be able to be controlled to reduce your costs. An example of a budget plan is included in the Appendices.

2.0.3 Location

When deciding upon the location to hold your event, please consider the following:

- Suitability for the event
- Accessibility for public and emergency services
- Power
- Availability
- Proximity to accommodation, transport and carparking

- Contingency planning
- Surrounding environment
- Shelter
- Potential for adverse impacts upon surrounding premises/community

2.0.4 Event Agenda/Program

Develop an event timeline, book your acts, guest speakers, entertainers, stall providers, judges, etc. and publish a program. Ensure that relevant authorities such as Council and Emergency services are provided with a copy of the program.

2.0.5 Sponsorship

Refer **7.0 Fundraising, Sponsorship and Grant Funding**

2.0.6 Marketing and Promotion

There are a number of issues to consider when developing a marketing and promotion strategy, in particular identify who your target audience are, and develop your marketing plan around that. Don't forget to think outside your community and look to reach people from different areas, e.g. Melbourne, Sydney or larger rural centres like Albury, Wagga or Shepparton.

Different marketing tools to consider include:

- Television
- Radio
- Publicised media/Submit a press release
- Promotional flyers – develop a logo, or even a jingle
- Build a website
- Utilise social media (Facebook, twitter, LinkedIn)
- Submit event information to local events calendars and websites
- Distribute flyers using postal delivery, email, cross-promotion with other events
- Direct marketing to a database of interested stakeholders

2.0.7 Participant Registration/Ticketing

Identify how your audience are going to pay for their tickets or participate. Issues to consider include:

- Will you offer ticketing deals for early bird purchases?
- Can tickets be purchased on-line?
- Will you utilise other businesses/organisations to assist in ticket selling?
- Are you printing tickets or supplying arm bands?
- What does the ticket price include? (Such things as t-shirt, dinner, etc. can be included in ticket pricing); Packaging with accommodation and meals is also possible;
- How will you manage underage patrons if alcohol is available?
- How are you capturing purchasing information to evaluate your event, and make contact with purchasers for next year's event?

2.0.8 Permits and Licences

Refer **4.0 Approvals and Licences**

2.0.9 Contractors/Suppliers

Identify what equipment, supplies or resources you require for your event. Are these easily obtainable locally, or do they need to be sourced from further away, ie portable stage structures, portable lighting, toilets, etc.

Remember, as organisers any contractors working on your site are your responsibility. Ensure they have appropriate insurances in place and are following site rules, refer **3.0 Risk Management**.

2.0.10 Risk Management - Refer **3.0 Risk Management**

2.0.11 Security

Identify if security is needed and discuss your event with your Security contractor and/or Police. They will have a good idea on what resources you will need depending upon the nature of your event. Remember security is not just for crowd control but may also be required for cash security, and may also be a stipulated requirement from your insurance company.

2.0.12 Emergency Services/Plan

It is imperative that you notify Emergency Services of your event, and seek their support. This may involve the presence of SES, St Johns Ambulance, Fire Brigade and/or Police.

Depending upon the nature of your event, it is also a good idea to identify what hospital is on duty during the event and give them sufficient notice.

You will need to have in place an Emergency Plan where you will need to identify:

- How you will respond to an emergency
- How you will evacuate people
- Where Emergency Services will be situated.

For further information, refer **3.0 Risk Management**.

2.0.13 Waste Management

You will need to plan for how you will deal with the expected increase in waste. You should contact the Council to identify if they are able to assist you in providing a temporary waste collection service, or you may need to arrange alternative collection arrangements.

Your aim should be to produce as little waste as possible, and to consider environmentally friendly alternatives.

2.0.14 Traffic Management

If your event is likely to disrupt traffic, you will need to contact the Council, refer **4.0 Approvals and Licences**.

In addition to road traffic, you will also need to consider on-site traffic and plan for the following issues:

- Signage
- Disabled parking/access
- VIP parking
- Pedestrian access
- Carparking area and Marshals

- Entry and exit points
- Alternative transport – will you provide a service?

For further information, refer **5.0 Traffic & Transport Management for Events**.

2.0.15 Site Preparation and Plan

You will need to develop a Site Plan which identifies venue locations, etc. Organisations such as Emergency Services will require a copy of your Site Plan. During your event, particularly if you are expecting large numbers, your plan will be a valuable reference.

2.0.16 Cleaning and Maintenance

You will need to ensure the venue is in good condition prior to your event. This may involve enlisting the services of the Council to ensure parks/gardens are mowed, halls are clean, etc.

2.0.17 Volunteer Assistance

Most events will require volunteer assistance. You may seek this assistance from local service clubs, or utilise the service of individuals. It is important to remember that you have a responsibility for the safety and welfare of volunteers whilst they are working for you.

In planning your event, it is a good idea to assign roles to your volunteers and keep a register of those working at the event.

2.0.18 Day of the Event – Roles/Responsibilities

On the day, ensure you have all your documentation with you. This includes:

- Traffic Management Plans
- Risk Assessments
- Licences and Permits
- Running Sheets
- Contractor information
- Emergency Plans
- Contact Numbers

Conduct a full briefing prior to the event with all staff, volunteers, and contractors. Ensure everybody understands the role they are to play, and ensure everybody is given a contact list.

All those working on the day should register by signing in/signing out. This information will be valuable if there is an incident, but also will help with your post event evaluation.

2.0.19 After the Event

Identify who will be responsible for cleaning the site. A venue should be left the way you found it.

You should hold a de-brief meeting to discuss the event and to look at ways your event can be improved. This is also an ideal time to arrange thank you letters for those involved in the event, and sponsors. **Refer 8.0 Event Evaluation** to consider:

- What worked and what could be improved?
- Evaluation of attendance, finalisation of financial records and reports

3.0 Risk Management

On site safety at an event is paramount. The public expect to be able to enjoy an event in safe and secure surrounds. Event organisers need to identify potential hazards during the planning of, and on site at their event and work to implement solutions. This is achieved by assessing and evaluating risks.

3.0.1 Risk Assessment

When assessing the risks associated with staging an event, the following five steps must be taken:

- Step 1: *Identify the hazards associated with activities contributing to the event, where the activities are carried out and how the activities are to be undertaken;*
- Step 2: *Identify those people who may be harmed and how;*
- Step 3: *Identify existing precautions, e.g. venue design, operational procedures or existing “safe systems of work”;*
- Step 4: *Evaluate the risks (refer to Risk Assessment template);*
- Step 5: *Decide what further actions may be required, e.g. improvement in venue design, safe systems of work, etc.*

In order to conduct an effective and comprehensive risk assessment, it is more manageable if the event is broken down into four planning phases.

3.0.2 Event Planning Phases:

1. Build Up
Involves planning the venue design, selection of competent workers, selection of contractors and subcontractors, construction of the stages, marquees, fencing, etc.
2. Load In
Involves planning for the safe delivery and installation of equipment and services which will be used at the event, e.g. stage equipment used by the performers, lighting, public address (PA) systems, etc.
3. Show
Involves planning effective crowd management strategies, transport management strategies and welfare arrangements. Planning strategies for dealing with fire, first aid, contingencies and major incidents are important.
4. Load Out
Requires planning for the safe removal of equipment and services. Includes planning to control risks once the event is over and the infrastructure is being dismantled.

Collection of rubbish and waste-water disposal present risks and these aspects need to be planned and managed.

1. Planning for the Build Up

To minimise risks during the build-up, ensure that the venue is designed with safety as a key element. It is also necessary to ensure that any infrastructure which will be used at the event, such as stages, seating, tents, marquees or other structures will be erected safely and be structurally safe once erected and used.

Prepare site plans and provide copies to relevant people including Council, site owners, contractors, emergency services, etc.

It is important to remember that the event organisation and the event organiser have responsibility for any contractors who are working at the event site. Therefore during the Build Up Planning stage, obtain copies of their own health and safety documentation (including policies, procedures, safe work method statements (if required), and provide them with a site induction.

2. Planning for the Load In

Once the infrastructure has been built, all other equipment and services will need to be brought to the site and installed in or on the structures, e.g. the loading of the performers' equipment onto the stage and the delivery of other equipment needed for the event. These operations will need careful planning, with consideration given also to who will be assisting with the movement of the equipment. If volunteers are being used, event organisers must ensure that they are provided with a safe work environment and sufficient instruction to be able to perform their tasks safely.

3. Planning for the Show

Planning for the show requires preparing strategies for crowd management, transport management, fire, first aid, major incident and contingency planning. Successful planning requires a team approach and cannot be achieved by an individual. It involves consultation with the various stakeholders such as emergency services, Council, and contractors, particularly security.

4. Planning for the Load Out

Although the event has ended, this does not mean that the responsibilities towards safety are over. Ensure that you have considered how the equipment and services will be removed from the stages, tents, marquees and other structures at the end of the event, including the management of contractors and volunteers.

3.0.3 Risk Assessment Checklist

Preliminary Questions	
What is the expected patronage level and is the site able to handle the proposed capacity?	
What is the artist profile?	
What is the audience profile?	
What is the duration and timing of the event?	
Will alcohol be available?	
Is the audience standing, seated or a mixture of both?	
Are the audience required to move between the entertainment and the facilities?	
What is the nature of the event – is it single staged, multi-staged, free, etc.? Will patrons be participating in activities of high risk such as motorbike riding? Will there be amusements/rides?	
Are the town's accommodation services adequate for the expected patronage? Will camping be part of the event?	

Considerations	Yes (✓)	No (x)	N/A	Comments/Further Action
Build-Up				
Are the ground conditions suitable for the event, e.g. no slopes or boggy areas?				
Are traffic and pedestrian routes, emergency access and exits adequate?				
Is the site able to accommodate mobility impaired patrons?				
Are access roads able to handle the proposed capacity?				
Are carparking facilities available and adequate, and can they accommodate buses, emergency vehicles, etc.?				
Are there any noise sensitive buildings nearby?				
Is it possible to satisfy both the requirements of the audience and the neighbours?				
With consideration to the geographical location of the site, is it in close proximity to: <ul style="list-style-type: none"> • Hospital • Fire Station • Parking • Major roads • Local services and facilities • Phone coverage 				
Will additional services be required? For example, on site police presence, toilets, first aid, information centre, lost and found, water supply for fire brigade?				
Are there any natural hazards where additional control measures may be required? E.g. fencing around water hazards, signage.				
Will sun glare be a factor to consider in relation to the site plan, and the timing of the event?				
Have additional hazards been identified such as: <ul style="list-style-type: none"> • Overhead powerlines • Underground services 				
If there is camping at the event, is the area safe and avoids potential hazards such as falling limbs, flooding, powerlines, etc.?				
Is the camping area provided with facilities such as water, shelter, toilets and a first-aid station?				

Summary

From this information, control measures can be identified, and a site plan drawn up. This plan will identify the location of structures, pedestrian routes, carparking, nearby facilities, identified hazards, etc. The plan should be provided to relevant stakeholders.

Considerations	Yes (✓)	No (x)	N/A	Comments/Further Action
Load-In				
Have contractors been provided with a copy of the site plan?				
Have contractors been shown around the site, and given a site induction?				
Have contractors provided copies of relevant OHS documentation, including certificates and insurances?				
Are volunteers helping with erecting structures, or preparing the site, and if so have they been provided with the necessary instruction, training and information?				
Has a list of volunteers been prepared?				
Are structures to be erected including: <ul style="list-style-type: none"> • Stages • Marquees • Barriers • Temporary seating • Portable toilets • Lighting towers • Sound booths • Etc. comply with relevant standards? Temporary structures must protect against falls and/or collapse, slips or trips - for the performer, workers and patrons.				
Manual handling is a major concern at this point, has this been addressed?				

Summary

From this information, additional health and safety measures may need to be adopted. It is necessary to identify OHS requirements before work commences, for example you do not want an unqualified electrician erecting light towers that do not comply, are unstable and have the potential to either electrocute or fall on workers, volunteers or patrons.

Considerations	Yes (✓)	No (x)	N/A	Comments/Further Action
Show				
Are required permits/authorisation in place? <ul style="list-style-type: none"> Liquor licence Council approval Road Closure APRA Food handling Fireworks 				
Has public liability insurance been arranged to a minimum of \$10 million?				
Has an event program or running sheet been developed?				
Has a contact list of all Committee members, stakeholders and contractors been developed?				
Have certain items been identified as being banned from the event?				
Has this been made clear to patrons, or are on-site signs available indicating rules to be enforced such as no smoking, no glass, no alcohol, etc.?				
Will bag searches be conducted and have procedures been developed on how this will be managed?				
Has a traffic management plan been developed for the event?				
Has an emergency plan been developed and distributed to emergency services?				
Has a contingency plan been developed and distributed to stakeholders?				
Has the declaration of a total fire ban or fire danger period on the day of the event been considered, particularly in relation to contingency planning?				
Has an effective communication system been developed for: <ul style="list-style-type: none"> Inter-organisational communication Public communication 				
Has the NSW Fire Brigade been consulted to ensure all necessary fire fighting equipment is available on site?				
Has a security plan been developed and distributed to the Police?				
Have people been assigned to man facilities, such as: <ul style="list-style-type: none"> Entrances/Exits (tickets/pass-outs) Lost and found, particularly lost children; Information booths; First Aid; Toilet facilities – cleaning re-stocking 				
Have people who have been arranged to man First Aid, appropriately qualified?				
Are facilities prepared for dealing with patrons under the influence of drugs or alcohol?				
Are procedures in place to ensure alcohol				

Considerations	Yes (✓)	No (x)	N/A	Comments/Further Action
Show				
is not available to under-age patrons?				
Is a waste management plan in place, including: <ul style="list-style-type: none"> • Disposal of garbage • Disposal of recyclable items • Sharps containers 				

Summary

This information will be used to identify those issues that will have a direct impact on the running of the event and the control measures required to ensure everything runs smoothly and safely.

Considerations	Yes (✓)	No (x)	N/A	Comments/Further Action
Load Out				
Have contractors provided copies of relevant OHS documentation outlining how dismantling will occur?				
Are volunteers helping with dismantling structures, and if so have they been provided with the necessary instruction, training and information?				
Has a list of volunteers been prepared?				
Manual handling is a major concern at this point, has this been addressed?				
Are waste management services adequate to handle anticipated levels?				
Are plans in place to ensure that venues are returned to pre-event condition?				

Summary

As with “*Load-In*” considerations, this process has the same OHS implications. Organisers must be satisfied that contractors and volunteers can perform the tasks required of them in a safe manner. This information also enables organisers to ensure adequate measures are in place to ensure venues are left in an appropriate state.

3.0.4 Risk Evaluation

The varying activities that can be part of any community event or festival can provide a difficult risk management environment for a group to manage. Activities can involve other groups or individuals, some major risks, a large number of people, alcohol and the influences of the weather.

Risk Assessment and Evaluation forms are included in the Appendices section of this guide. The following examples are designed to assist you in identifying risks specific to your event. Every event has risks specific to it, and only YOU - the event organisers - will be able to identify them.

Risk Matrix

The Risk Matrix is the main tool used for risk assessment. It helps you to assess and categorise risks into an order of priority. For example Very High or High risks will need to be addressed, where possible, before Medium or Low risks are addressed.

Likelihood	Consequences				
	1 – Minor injury – no treatment	2 – Minor injury requiring first aid	3 – Serious injury requiring hospitalisation	4 – Serious injury/illness resulting in permanent disability	5 – Death or permanent disability (>30% impairment)
A – Almost Certain The event will occur on an annual basis/Expected to occur.	Medium	High	High	Very High	Very High
B – Likely The event has occurred several times or more/Will probably occur.	Medium	Medium	High	High	Very High
C – Possible The event might occur/Might occur at sometime.	Low	Medium	High	High	High
D – Unlikely Heard of something like this occurring/Not likely to occur.	Low	Low	Medium	Medium	High
E – Rare Have never heard of this happening/Conceivable, but highly unlikely.	Low	Low	Medium	Medium	High

Legend

The legend helps you decide on what action should be taken in response to the possible risks.

Very High	<i>Extreme risk, immediate action required.</i>
High	<i>High risk, senior management attention needed, or advice from Council sought. Action required within 7 working days.</i>
Medium	<i>Moderate risk, management responsibility must be specified, requires action.</i>
Low	<i>Low risk, manage by routine procedures, action may not be necessary.</i>

The following are two examples of risk assessments relevant to events held within the Berrigan Shire.

Risk Assessment 1:

The event is the Apex Tractor Pull to be held on a Saturday night at the Finley Showgrounds. A motorbike demonstration is to be held in the small arena.

What could go wrong?

What is the identified potential risk?	Date Inspected	What problem was detected (if any)	Likelihood A, B, C, D, E	Consequence 1, 2, 3, 4, 5	Risk Rating VH, H, M, L	What can be done to rectify the problem?	Who will fix the problem?	Date for Completion.	Completed (signed off)
<i>A member of the crowd could be struck by a motorbike.</i>	<i>01/01/10</i>	<i>There is no barrier between the crowd and the motorbike demonstration arena.</i>	<i>B</i>	<i>5</i>	<i>VH</i>	<i>Erect temporary fencing to protect the crowd, and hay bales to soften the impact for the motorbike riders.</i>	<i>Committee</i>	<i>Immediate.</i>	
<i>A member of the public may trip and fall when entering the arena.</i>	<i>01/01/10</i>	<i>There is no lighting between the designated carpark and the ticket entrance.</i>	<i>B</i>	<i>2</i>	<i>M</i>	<i>Install temporary lighting and have personnel available to direct the pedestrian traffic.</i>	<i>Committee</i>	<i>1 week prior to the event.</i>	

The risk ratings reflect how rectification works will be prioritised. In this case it is obvious that the risks associated with the motorbike demonstration are far greater and this issue has to be addressed before the issue of the temporary lighting. It is important to consider any additional risks that may arise out of the rectification measures, e.g. any cords associated with the temporary lighting need to be secured so they do not create an additional trip hazard, or are not hanging low where a pedestrian could walk into them.

Risk Assessment 2:

The event is Carols by Candlelight to be held on Saturday night at the Barooga Botanical Gardens. A crowd in excess of 1500 is expected. What could go wrong?

What is the identified potential risk?	Date Inspected	What problem was detected (if any)	Likelihood A, B, C, D, E	Consequence 1, 2, 3, 4, 5	Risk Rating VH, H, M, L	What can be done to rectify the problem?	Who will fix the problem?	Date for Completion.	Completed (signed off)
<i>A member of the crowd is harassed, or is subjected to violence by another crowd member.</i>	<i>01/01/10</i>	<i>There is no crowd control or security.</i>	<i>C</i>	<i>1</i>	<i>L</i>	<i>Arrange for SSS Security Service to be employed during the evening.</i>	<i>Committee</i>	<i>Book Service in advance – 6 months.</i>	
<i>A fire results in the emergency evacuation of over 1500 people.</i>	<i>01/01/10</i>	<i>There are no emergency evacuation plans, or procedures.</i>	<i>C</i>	<i>3</i>	<i>H</i>	<i>Establish evacuation plans and assembly areas. Determine procedures for orderly evacuation.</i>	<i>Committee and Council</i>	<i>Within 7 working days.</i>	

When considering the Likelihood of an event occurring, this can be based on previous incidents at this event, or even through incidents occurring at similar events, e.g. whilst bad drunken behaviour may not be the norm at the Barooga Carols, it may have occurred at Cobram's Carols event, which may lead to a re-evaluation of the security needed. Or, it may be an increasing concern for the Committee due to past incidents, and therefore the Likelihood may be assessed as "Likely", which would result in a "Medium" rating. Whilst it is assessed as a "Low", this may then just require continued monitoring by the Committee during the event without the employment of Security.

3.0.5 Treatment Controls

The rating of some risks could be reduced to an acceptable level after determining treatment. Some, however, may remain high and a decision needs to be made as to whether to eliminate the source of the risk, which could be a whole activity or develop controls to manage the risk. If you are in doubt, contact the Council.

3.0.6 Action Plan

After identifying the hazards and the risks associated with those hazards, they need to be included on an Action Plan. This may form part of the overall Action Plan for the event, or it may be kept separate. Included in the Appendices is an example of an overall Action Plan for an event, which incorporates actions identified from a Risk Assessment.

4.0 Approvals and Licensing

Prior to holding any event, you should ensure that contact with the Council is undertaken at the earliest opportunity to ascertain if any Development Approvals or Licences, or referrals for concurrence are required. Failure to do this may result in a cancelled event. If your event is open to the public, you will almost certainly require some form of approval, this may be from the Council, Workcover NSW, NSW Fire Brigade or Emergency Services, or the Police.

The following is a copy of Council's preliminary checklist. It is designed to assist organisers in determining what further action is required regarding the holding of events. Each event is unique, and whilst some events do not require Council approval, others require permits and the completion of several documents. Event organisers are reminded that some approvals/permits and Council provided services such as traffic management may incur a fee.

Question	Yes (Refer Action)	No	N/A	Action (if answered Yes)
Is this a Council or Council Committee (Section 355) event?				<p>If this is a Council/Council Committee event you will be covered by Council's insurance, however you will need to notify Council's Development Manager and Enterprise Risk Manager who will advise, and work with you on what information is required.</p> <p>Council's insurers must be notified at least two weeks prior to the event, and may request additional information to be provided before approving liability coverage. This may include, but not limited to:</p> <ul style="list-style-type: none"> • Risk Assessment • Emergency Plan • Site Plan • Event Program • Volunteer Register
Is this event being run by an organisation other than Council or Council Committee?				<p>Dependent upon the type of event, you may need to apply for Development Approval, in addition to providing evidence of Public Liability insurance cover to a minimum of \$10 million. You may also be asked to provide additional information including:</p> <ul style="list-style-type: none"> • Risk Assessment • Emergency Plan • Site Plan • Event Program <p>If your event is being run on Council property, your insurance cover must note Berrigan Shire Council as an interested party.</p>

Question	Yes (Refer Action)	No	N/A	Action (if answered Yes)
Is the event being held in a Council owned facility?				<p>You will need to notify Council of your intention to utilise Council property. In addition, if the facility is managed by a Committee or leased by an organisation, you will also need to notify them.</p> <p>Council staff will advise you.</p> <p>Most Council facilities are considered public places. If you event is inviting members of the public you will need to notify the Police and you may need to complete a "Notice of Intention to Hold a Public Assembly".</p>
<p>What is the number of expected patrons?</p> <p>.....</p> <p>Does the number of expected patrons exceed the capacity of the venue?</p>				<p>You will need to be aware of the venue's capacity, and the number of expected patrons. If visitor numbers exceed the facility's capacity you are putting the safety of the public at risk, and you will need to find an alternative venue.</p>
Will roads or traffic be affected by this event?				<p>You will need to contact the Council at least six months in advance if roads or traffic are to be affected. Approval will be required from Council, Police and the RTA with a traffic management plan submitted. Only qualified personnel can erect traffic signage, direct traffic and remove signage and this will involve additional costs.</p>
Will you be erecting temporary structures such as marquees, seating, staging, etc.?				<p>You will need to notify Council and obtain Development Approval.</p>
Will you be supplying and serving food?				<p>You will need to notify the NSW Food Authority at www.foodauthority.nsw.gov.au and you will need to notify Council and obtain Development Approval.</p>
Will you be serving alcohol?				<p>You will need to apply for a liquor licence from the Office of Liquor, Gaming and Racing at www.olgr.nsw.gov.au and you will need to notify Council and obtain Development Approval. Note that roads, footpaths and public carparks in urban areas are covered by an Alcohol-Free Zone. In addition, alcohol consumption at Tocumwal Foreshore and Memorial Park, Finley is prohibited from sunset to sunrise. Please contact the Council if you require these prohibitions to be temporarily lifted for your event.</p>
Will you be utilising the services of additional organisations, such as Services Clubs like Lions, local football clubs, Amusement Ride organisations, etc.?				<p>In addition to providing evidence of your insurance coverage, you will also need to provide evidence of insurance coverage for all additional organisations assisting or operating at your event.</p>
Will you be holding races such as motorbike races, bike races, lawn mower races, etc.?				<p>In addition to notifying Police and submitting a "Notice of Intention to Hold A Public Assembly", you will also be required to obtain a "Motor Vehicle Racing Ground Licence" through the NSW Department of Tourism, Sport and Recreation at www.dsr.nsw.gov.au.</p>

Question	Yes (Refer Action)	No	N/A	Action (if answered Yes)
Will you be having fireworks?				<p>Event organisers must ensure that the operator of fireworks displays provides the following:</p> <ul style="list-style-type: none"> • A licence to use fireworks (issued by Workcover NSW); • A Certificate of Currency of Public Liability Insurance to a minimum of \$10 million which covers fireworks displays; • A Fireworks Operator Log; • Copy of Australian Standard, AS 2187.4 "Storage, transport, and use – Part 4: Pyrotechnics – Outdoor displays; • Approval from Workcover NSW to use metal components; • A documented Display Management Plan. <p>In addition, organisers must remain aware of Total Fire Ban days. On declared days of Total Fire Ban, fireworks displays cannot proceed without an exception authorised by NSW Fire Brigade.</p>
Will you be having live or pre-recorded music?				<p>You may be required to obtain a licence to have music at your event. This can be organised by contacting the Australasian Performing Right Association (APRA) on www.apra-amcos.com.au or phone 1300 852 388.</p>

5.0 Traffic & Transport Management for Events

From a traffic and transport perspective, an event needs to:

- Ensure the safe separation of event patrons, participants and volunteers from traffic, and
- Manage the reduced capacity of the road system, and
- Minimise the traffic impact on the non-event community and the emergency services, and
- Minimise costs.

Where there is, or there is likely to be an impact on traffic, Event Organisers will need to contact Council as soon as possible prior to the event. All events where there is an impact on traffic will need to seek approval from the Traffic Committee, and from Council.

5.0.1 Traffic Committee

The Traffic Committee consists of representatives from Council, Roads and Maritime Services, and the Police. The Committee assess applications for road closure, or events that may cause disruption to traffic. They will approve/disapprove an event, or make further recommendations to ensure the event meets certain criteria.

The Traffic Committee only meets four times per year, unless a special request is made. Therefore, it is imperative that Event Organisers notify Council if their event is likely to impact on traffic at least six months in advance. This will ensure that they have sufficient time to have their event assessed, and are able to implement any recommendations.

Upon notification, Council will assess events and will classify them in accordance with the “*Guide to Traffic and Transport Management for Special Events*”. Consideration will be given to:

- The disruption to traffic and transport systems, and
- Disruption to the non-event community.

There are four classes of events, each with their own requirements:

5.0.2 Event Classification

Class 1 Events:

This is an event that impacts major traffic and transport systems and there is significant disruption to the non-event community. For example an event that reduces the capacity of the main highway through a country town.

Class 2 Events:

This is an event that impacts local traffic and transport systems and there is low scale disruption to the non-event community. For example an event that blocks off the main street of a town or shopping centre but does not impact a principal transport route or highway.

Class 3 Events:

This is an event with minimal impact on local roads and negligible impact on the non-event community. For example an on-street neighbourhood Christmas party.

Class 4 Events:

This is an event that is conducted entirely under Police control (but is not a protest or demonstration). For example a small march conducted with a Police escort.

5.0.3 Event Recommendations

The Traffic Committee will assess the impact, if any on traffic. Where traffic is deemed to be significantly affected, as a minimum, the Traffic Committee will ask for:

- Traffic Management Plan,
- Public Liability Insurance Certificate of Currency,
- Risk Assessment, and
- Notice of Public Assembly.

Depending upon the Class and type of event, further recommendations may include:

- Notification to business proprietors and residents via a letterbox drop;
- Noise control;
- Reimbursement to Council for out of pocket expenses;
- Notification to emergency services
- Contingency plans
- Heavy vehicle impacts
- Additional police approval, e.g. vehicle races on roads or road-related areas.

In addition, following Traffic Committee approval, event applications will be submitted to Council for final approval.

6.0 Council Resources

The Council is able to assist with events in a variety of ways, dependent upon the size of the event.

When looking at event assistance Council will categorise events into three categories:

- Major event
- Minor event
- Community event

6.0.1 Major event

Major events are considered those that are likely to attract significant numbers of visitors from outside the Shire who are prepared to spend several nights in a town of the Berrigan Shire, and have the potential for generating significant economic benefit to the town in which the event is to be held, but more generally across the Shire. These events are evaluated by a Committee to determine their suitability for funding from Council's Event Funding Pool.

To be considered for this funding, event organisers must meet the event criteria and complete:

- A Major Event Funding Application
- Provide details of insurance coverage, or seek coverage under Council's insurance
- Provide an Event Program
- Marketing Plan
- Budget
- Risk Management Plan

6.0.2 Minor event

Whilst financial assistance is focused on Major Events, there is some funding available for Minor events. These events might be of one day or night duration, and attract smaller visitation numbers. It is anticipated however, that those events eligible for Minor event funding will present opportunities for future expansion.

6.0.3 Community event

These events are small in nature and usually confined to one town, drawing on residents of that town. These types of events are not eligible for Event Pool Funding, however may be able to access other Council resources.

6.0.4 Council – In kind support

Whilst the Council may not be able to fund every event, they may be able to assist in other ways. This of course will be assessed upon receipt of request or application. This type of support may include:

- Development of Traffic Control Plans
- Erection and dismantling of signage
- Provision of traffic control

- Waste collection
- Preparation of venue
- Assistance with grant applications
- Assistance with the development of plans such as Marketing Plans, Risk Assessments, Budgets, etc.

7.0 Fundraising, Sponsorship and Grant Funding

7.0.1 Grants

Grants, from Federal, State and the Council, may be available to assist with the funding of an event, subject to the various sets of criteria, depending upon the nature and source of funding.

Council's Economic Development Unit can work with you to identify the availability of grants and provide you with links to information about the various grants. The Economic Development Unit can also provide some assistance with the preparation of a Grant Submission, and/or provide you with names and contact details of people or organisations who are in the business of preparing grant submissions.

Grant providers will typically require event reports, often during the event, and certainly post the event, to ensure that the conditions upon which the grant funding is provided are being satisfied. This is called a grant funding reporting acquittal.

7.0.2 Sponsorship

Sponsorship implies that an organisation may contribute funds, supplies or resources to an event, in return for something, usually promotional exposure, and/or access to the event. You will have most success in approaching potential Sponsors, if they already have an identified affinity with the event or town, or alternatively your event provides a good commercial fit to their brand or provides them access to their identified target market. Some organisations have sponsorship guidelines which should be adhered to when considering making sponsorship submissions.

Remember that Sponsors are more likely to agree to contribute if there is a clear understanding of the benefits they will derive from being associated with the event.

It is recommended that you

- Develop a sponsorship proposal for each targeted sponsor.

It is best to deliver the sponsorship proposal to a well placed person in the potential sponsor organisation, rather than merely sending it to them without initially establishing contact and a rapport.

This proposal should be completed after talking with the potential sponsor, which is an opportunity to gain an understanding of what the sponsor would be looking to derive from an association from your event.

Remember to make the proposal relevant to them by addressing their target markets, and their sponsorship and marketing objectives. Try to provide how this association

will align with their brand/product alignment and suggest how they can leverage other marketing and promotional activity for their business from an association with the event.

Your proposal should be well presented and innovative so they are read and remembered.

It is recommended that the proposal contain

- Description of the event and details of the organisers;
 - An outline of how your event will help the potential sponsor achieve their business objectives (eg higher profile, enhanced reputation in community, increased sales);
 - A description of the benefits you are offering (eg signage, logo on publicity material, hospitality at the event, networking functions and introductions, event entry to associates, access to data base, links to website);
 - An explanation of how the sponsorship arrangement will be reported upon;
-
- Develop and sign a written agreement, clearly setting out what you want from the sponsor and when, and what and when you will deliver in return;
 - Have one person within the event organising committee to be the liaison person with the sponsor;
 - Provide regular updates to the sponsor on the progress of the event organisation;
 - Provide a post event report;
 - Make your sponsors feel special;
 - Try to develop a long term arrangement (three or more years) so that both parties have security, and can make plans to leverage off the relationship.

7.0.3 Donations

People and organisations may offer or be approached to contribute funds and/or resources to the Event without getting anything in return. Great care should be taken to ensure that there is no expectation of getting anything in return and in ensuring that any funds within control of the organising committee are used for the sole purpose of staging and promoting the event.

You may need to be authorised by the Office of Liquor, Gaming and Racing for the fundraising activity associated with your event.

8.0 Event Evaluation

Event Evaluation is necessary to assess how successful your event was, if it achieved what you wanted, what worked and what didn't, and what can be improved for the next event.

It is important when conducting an evaluation that you involve as many people as possible, and gain their feedback.

When seeking feedback from attendees, whilst a valuable tool, it can sometimes be difficult to get people to complete a survey. This could be achieved by having short questionnaires located at venues like merchandise outlets, conducting on-line surveys, leaving surveys at accommodation points, or listen to feedback on the day of the event and post event.

After the event, hold your debrief meeting inviting as many people involved in the event as possible, including volunteers, contractors, emergency services, security, Council, etc. Remain open-minded and listen to what people have to say – their feedback is valuable.

Evaluate all aspects of the event, including:

- Financial:
 - Did you make a profit?
- Security:
 - Were there any incidents?
- Venue:
 - Was the venue appropriate?
- Program:
 - Did the program run smoothly?
- Sponsorship
- Marketing and Promotion:
 - Was it effective?
- Emergency Services/Plan:
 - Were there any incidents?
- Traffic Management:
 - Did it work?
- Attendance/participation:
 - How many attendees?
 - What postcode do they normally reside in?
 - How many days did they stay in the district at the time of the event?

(Adopted by Council 18/7/12)