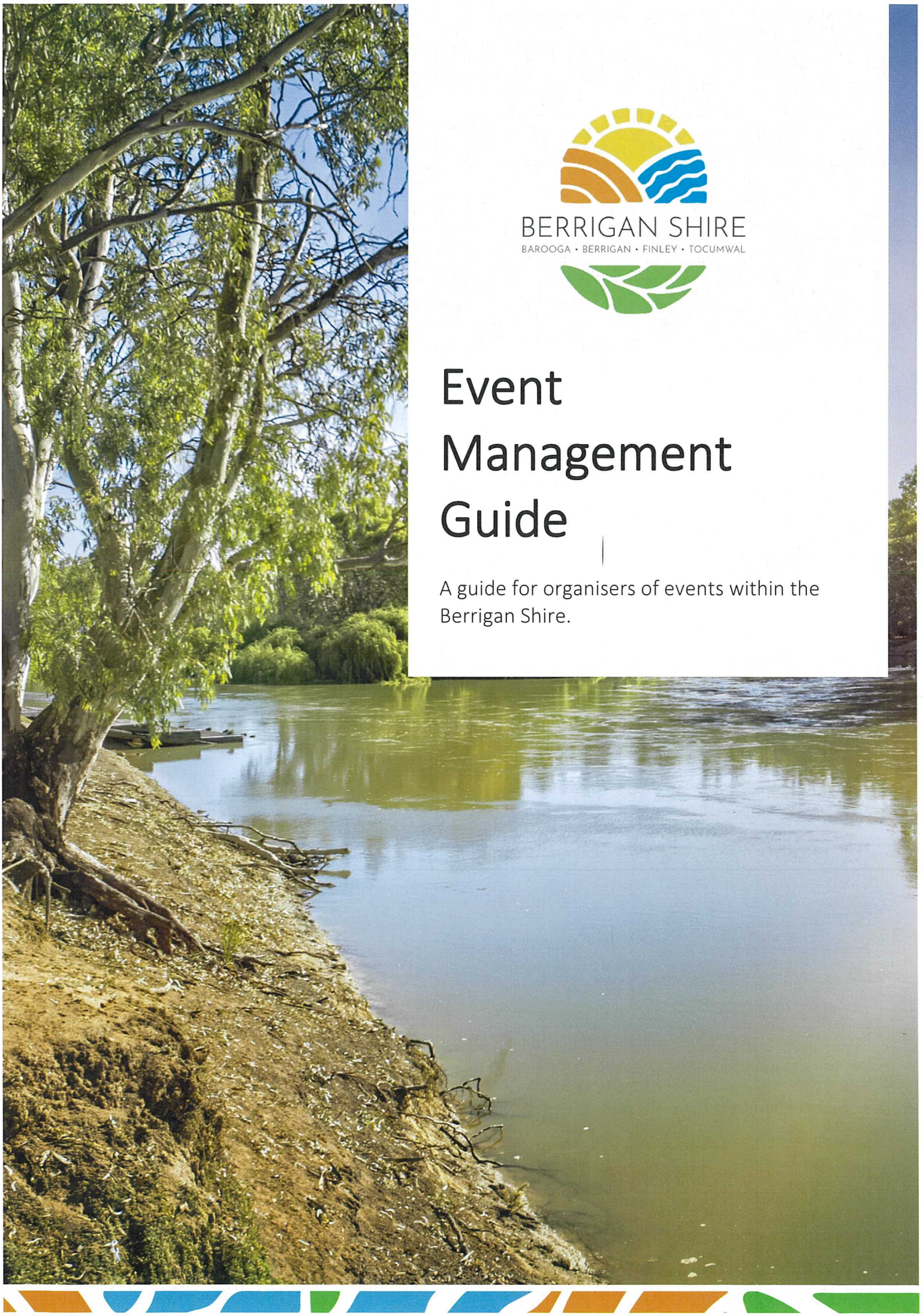

BERRIGAN SHIRE

BAROOGA • BERRIGAN • FINLEY • TOCUMWAL

Event Management Guide

A guide for organisers of events within the Berrigan Shire.

CONTENTS

Introduction		4
Event Planning		**5**
1.1.	Council requirements	5
1.2.	Budget/cashflow	5
1.3.	Location	5
1.4.	Event Agenda/Program	5
1.5.	Marketing and Promotion	5
1.6.	Participant Registration/Ticketing	6
1.7.	Contractors/Suppliers	6
1.8.	Security	6
1.9.	Emergency Services/Emergency Planning	6
1.10.	Waste Management	6
1.11.	Traffic management	7
1.12.	Site Preparation and Plan	7
1.13.	Cleaning and Maintenance	7
1.14.	Volunteer Assistance	7
1.15.	Day of the Event – Roles/Responsibilities	7
1.16.	After the Event	7
2.0 Risk Management		**8**
2.1	Risk Assessment	8
2.2	Event Planning Phases	8
2.3	Planning for the Build-Up	8

2.4 Planning for the Load-In 9

2.5 Planning for the Show 9

2.6 Planning for the Load-Out 9

2.7 Risk Evaluation 15

2.8 Risk Treatment 15

2.9 Action Plan 15

3.0 Approvals and Licencing 16

4.0 Traffic and Transport Management for Events 17

4.1 Traffic Committee 17

4.2 Event Recommendations 19

5.0 Council Resources 20

5.1 Financial Assistance 20

5.2 In-Kind Support 20

6.0 Fundraising, Sponsorship and Grant Funding 21

6.1 Grants 21

6.2 Sponsorship 21

6.3 Donations 22

6.4 Fundraising 22

7.0 Event Evaluation 23

8.0 Appendices 24

Introduction

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.

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.

1. 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/Emergency Plan
- Waste Management
- Traffic Management
- Site Preparation and Plan
- Cleaning and maintenance
- Volunteer Assistance
- Day of the Event – Roles/Responsibilities
- After the Event

1.1 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 Approvals and Licences.*

1.2 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.

1.3 Location

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

- Suitability for the event.
- Accessibility for public (various demographics) and emergency services.
- Power availability.
- Proximity to accommodation, transport and carparking.
- Continency planning.
- Surrounding environment.
- Shelter
- Potential for adverse impacts upon surrounding premises/community.

1.4 Event Agenda/Program

Develop an event timeline, book your acts, guest speakers, entertainers, stallholders, judges, etc. and publish a program.

Ensure that relevant authorities such as Council and emergency services are provided with a copy of the program.

1.5 Marketing and Promotion

There are several issues to consider when developing a marketing and promotion strategy, in particular, identify your target audience and develop your marketing plan around that. Local support for your event is paramount and can be the most difficult support to secure so start early with getting the message out to your community.

Do not assume that locals know your event is on. Don't forget to think outside your community too and look to reach people from different areas, e.g. larger rural centres like Albury, Wagga or Shepparton.

Be aware that marketing and promotion can be very expensive however there are several free tools available to get your message out and they should be fully utilised at an early date.

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.
- Submit event information to local events calendars and websites.
- Distribute flyers using postal delivery, email.
- Cross-promote with other events.
- Direct marketing to a database of interested stakeholders.

1.6 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 making contact with purchasers for next year's event?

1.7 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? Consider portable stage structures, portable lighting, toilets (disabled amenities), 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 Risk Management.*

1.8 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.

1.9 Emergency Services/Emergency Planning

It is imperative 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 *Risk Management.*

1.10 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.

1.11 Traffic Management

If your event is likely to disrupt traffic, you will need to contact the Council. Refer *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 *Traffic and Transport Management for Events*.

1.12 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.

1.13 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.

1.14 Volunteer Assistance

Most events will require volunteer assistance. You may seek this assistance from local service clubs or utilise the services 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.

1.15 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.

1.16 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 *Event Evaluation* to consider:

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

2. 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.

2.1 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 the Risk Assessment template).

Step 5: Decide what further actions may be required, e.g. improvement in venue design, safe systems of work, etc.

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

2.2 Event Planning Phases

Build Up

Involves planning the venue design, selection of competent workers, selection of contractors and subcontractors, construction of the stages, marquees, fencing, etc.

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.

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.

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.

2.3 Planning for the Build Up

To minimise risks during the build-up, ensure 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 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.

2.4 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.

2.5 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.

2.6 Planning for the Load Out

Although the event has ended, this does not mean the responsibilities towards safety are over. Ensure 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 contractors and volunteers.

RISK ASSESSMENT - 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 nearby: • Hospital • Fire Station • Parking • Major roads • Local services and facilities • Phone coverage				
Will additional services be required? E.g., 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: • 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?				
From the information obtained in answering the above questions, 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 WHS 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 comply with relevant standards? This may include: • Stages • Marquees • Barriers • Temporary seating • Portable toilets • Lighting towers • Sound booths				

Manual handling is a major concern at this point. Has this been addressed?				
From this information, additional health and safety measures may need to be adopted. It is necessary to identify WHS 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 the required permits/authorisation in place? • Liquor licence • Council approval • Road closure • APRA • Food handling • Fireworks				
Has public liability insurance been arranged to a minimum of $20 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: • Inter-organisational communication • Public communication?				
Has NSW Fire Brigades (RFS or NSW Fire and Rescue) 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: • Entrances/Exits (tickets/pass-outs) • Lost and Found, particularly lost children • Information booths • First Aid • Toilet facilities – cleaning/re-stocking?				
Are 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 is not available to minors?				

Is a waste management plan in place including: • Disposal of garbage • Disposal of recyclables • Sharps containers?				
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 WHS 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?				
As with *"Load-In"* considerations, this process has the same WHS 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.				

2.7 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, many people, alcohol and the influences of the weather.

Risk Assessment and Evaluation forms are included in the Appendices section of this guide. They include examples to help guide you through the risk management process. These forms utilise Council's risk framework. If you are not a Committee of Council, you can use other frameworks if you prefer.

2.8 Risk Treatment

Following the assessment and the identification and rating of risks, treatments or controls need to be determined. The ratings of some risks will be reduced after treatments and controls are implemented. Some however may remain high, and a decision needs to be made around eliminating the sources of the risk (which could be the whole activity) or implement stricter controls to manage the risk.

If you are in doubt, contact the Council.

2.9 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 in an example of an overall Action Plan for an event which incorporates actions identified from a risk assessment.

3. Approvals and Licensing

Prior to holding any event, you should ensure 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, SafeWork NSW, NSW RFS, NSW Fire and Rescue, or the Police.

Included in the Appendices is the Compliance and Event Planning Application and 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.

4. Traffic & Transport Management for Events

From a traffic and transport perspective, an event must:

- 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.

4.1 Traffic Committee

The Traffic Committee consists of representatives from Council, Transport for NSW, 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 meet 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 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 NSW guide to traffic and transport management for special events,

https://www.transport.nsw.gov.au/operations/roads-and-waterways/business-and-industry/event-management-guidelines

Consideration will be given to:

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

Refer Event Class Table below.

1

Transport
for NSW

2.3 Common Characteristics of Event Classes

	Class 1	Class 2	Class 3	Class 4
Impact on traffic and transport network	✓	✓	✓	✓
Disruption to non-event community	✓	✓	✓	✓
Takes place on a road or in a venue/precinct	✓	✓	✓	✓
Impacts on a State road and a TfNSW ROL application is required	✓	✓	✓	✗
Impacts Transport modes for detours, event attendance and/or event space	✓	✓	✓	✗
Heavy vehicle route detours	✓	✓	✓	✗
Impacts on traffic signals	✓	✓	✓	✗
Requires additional network capacity for traffic and/or transport	✓	✓	✗	✗
Vehicle race event on a road or road related area	✓	✓	✗	✗
Special event clearways[3]	✓	✓	✗	✗
Transport Management Plan	✓	✓	✓[4]	✓[4]
Notification of impacts on the traffic network[5]	✓	✓	✓	✓
Notification of impacts on transport networks[6]	✓	✓	✓	✗
LTC involvement	✓	✓	✓	✓[7]
Event planning and delivery includes NSW Police, TfNSW and Council(s)[8]	✓	✓	✓[9]	✓[10]
Local Council consent only	✗	✗	✗	✓
Local neighbourhood event	✗	✗	✗	✓
Council managed parking restrictions	✓	✓	✓	✓

Major Impact | Moderate Impact | Minor Impact | Local / no impact | Requirement | Not Available

Table 3 Common characteristics of special event classes

Guide to Traffic and Transport Management for Special Events

[1] Guide to Traffic and Transport Management for Special Events – Common characteristics of special event classes, https://www.transport.nsw.gov.au/system/files/media/documents/2024/guide-to-traffic-and-transport-management-for-special-events.pdf Pg. 19

4.2 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 (minimum $20 million)
- 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.

.

5. Council Resources

The Council can assist with events in a variety of ways, dependent upon the size of the event, and of course the request.

5.1 Financial Assistance

Council has an established event funding pool which is used to fund a variety of events throughout the Berrigan Shire, and occasionally in neighbouring Shires if there is an obvious economic and social benefit to the Berrigan Shire.

The financial assistance from this funding pool is directed at major events and not smaller community-based events.

Funding is available on an ongoing basis but must be applied for no later than three months prior to the event. The availability of this fund is published in the local newspaper, on social media and on Council's webpage from time to time. To be eligible to be considered for assessment to access the event funding pool, event organisers must complete an Event Funding Application Form and submit it to Council.

Event Funding Applications will be assessed and considered at the Council meeting with emphasis placed on the following:

- The capacity of the organisation to deliver the event.
- The amount of funding requested and what it is to be used for (Council funding cannot be used for prize money, or to purchase gifts).
- Predicted visitation to the area, likely to be generated by the event.
- Predicted visitor length of stay.
- Assessment of economic impact.
- Sustainability of the event.

Council will also assess how the application form has been completed and if it has been completed correctly.

In addition, organisations that have previously applied for funding will need to demonstrate compliance with Council event funding requirements to ensure they remain eligible. This applies to event evaluations and funding acquittals. If this information has not been received by Council for previous events, applications will be denied.

5.2 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 the request or application. This type of support may include:

- Development of Traffic Management Plans.
- Erection and dismantling of signage.
- Provision of traffic control.
- Waste collection.
- Preparation of the venue.
- Assistance with grant applications.
- Assistance with the development of plans such as marketing plans, risk management plans, budgets, etc.

6. Fundraising, Sponsorship and Grant Funding

6.1 Grants

Grants from Federal and State governments 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 and Tourism unit can work with you to identify the availability of grants and provide you with links to information about the various grants. Council may also be able to assist with the preparation of a grant submission, and/or provide you with names and contact details of people of organisations who are in the business of preparing grant submissions.

Grant providers will typically require event reports, often during the event, and certainly post-event to ensure the conditions upon which the grant was made available, have been met. This is called a grant funding reporting acquittal.

6.2 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 more 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 with 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, 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 you:

- Develop a sponsorship proposal for each target 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 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 with your event.

  Remember to make the proposal relevant to them by addressing their target markets, and their sponsorship and marketing objectives. Try to provide a clear picture of how this association will align with their brand/product and suggest how they can leverage other marketing and promotional activity for their business from the association with your event.

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

  It is recommended 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 (e.g. higher profile, enhanced reputation in the community, increased sales, etc.).
  - A description of the benefits you are offering (e.g. signage, logo

on publicity material, hospitality at the event, networking functions and introductions, event entry to associates, access to database, links to website, etc.).
    - An explanation of how the sponsorship arrangement will be reported.
- 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 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.

6.3 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 there is no expectation of getting anything in return, and any funds donated are used in accordance with any of the donor's wishes.

6.4 Fundraising

You may need to be authorised by NSW Liquor and Gaming for fundraising activities such as raffles. Refer www.liquorandgaming.nsw.gov.au/.

Ensure any funds within the control of the organising committee are used for the sole purpose of staging and promoting the event.

7. 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 just listening 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
    - Were sponsors happy with their ROI?
- Marketing and Promotion
    - Was it effective?
- Emergency Services/Plan
    - Were there any incidents?
- Traffic Management
    - Did it work as intended?
- Attendance/participation
    - How many attendees?
    - Where did they come from?
    - How many days did they stay in the district?

8. Appendices

COMPLIANCE AND EVENT PLANNING APPLICATION AND CHECKLIST

This form registers your intent to hold an event with Council. To ensure a successful event, please plan well ahead and lodge this form well in advance of your event as some permissions may take up to **60 days** to be provided. If you are requiring road closure for your event, you will need to lodge this form at least six (6) months prior.

The completion of this form will guide successful planning to **ensure that the correct permits and permissions are provided prior to your event.** An internal reference number will be provided for your event and the name of an Officer / Team who will assist you in your event planning.

Note: Applying for an event does not give the Event Organiser immediate approval to market or advertise the event. Advertising can only commence following approval of the event from Council.

Section 1: Event name and description	
Event Name	
Date	
Location	
Event description:	

Section 2: Event Organisers' Details			
KEY CONTACT			
Name		Role	
Email		Phone	
OTHER CONTACTS			
Name		Role	
Email		Phone	
Name		Role	
Email		Phone	
AUSPICE / PARTNER			
Business Name		ABN:	
Business Address			

Section 3: DEVELOPMENT APPLICATIONS

Are you planning on having the event annually or more than once in a calendar year?

Some events may require a formal development application (e.g. due to the erection of temporary structures, nature of the event and size) before they can be organised. Event organisers should check with Council to see if a Development Application (DA) may be required.

Before lodging a DA we would encourage the event organiser to book a pre-application meeting with a planner. To make a DA you will need to provide:

- Title (if available).
- Application Fee (will be invoiced)
- Consent of the landowner.
- Site plan showing existing conditions.
- Development plans showing what is proposed (marquees, stages, entertainment area, food vans, seating, parking, etc.) What is required will vary depending on the type and size of event.
- Road and traffic considerations.
- Justification and information outlining potential impact, hours of operation, noise, number of patrons, risk, etc.

In NSW all DAs are required to be lodged on the NSW Planning Portal
https://www.planningportal.nsw.gov.au/

Exempt and Complying Development

The State Environmental Planning Policy (Exempt and Complying Development Codes) 2008 (aka SEPP) is planning legislation which includes a number of Codes that allow for certain types of specified development to be undertaken without the need for Council approval as either Exempt Development or approved under a fast track approval system known as Complying Development, if the relevant development standards are met.
The event organiser should check the SEPP to determine if any aspects of their event are exempt and thus do not require a formal DA approval. For example tents, marquees or booths for community events do not require a DA if they meet the conditions outlined in subdivision 7 of the SEPP.

Are you planning to have any fireworks or pyrotechnics?	☐	☐	If yes, you will need to discuss your event application further with Council staff

FIREWORKS AND PYROTECHNICS

Fireworks are only to be carried out by licensed pyrotechnicians. **Safework NSW** assesses pyrotechnic experience and qualifications to operate and conduct fireworks.

The use of any naked flame or shooting devices are to be approved by **Council.**

Road and Traffic considerations	YES	NO	Notes
Will your event have any impact on roads including car parking? *ie: require a road to be closed or traffic to be restricted or altered or impact on designated parking bays*	☐	☐	If **Yes** – you may require approval from Council and a Traffic Management Plan. Closure of roads require approval through Traffic Committee. The Traffic Committee meets four times per year (usually February, May, August & November), and then public notice that must be advertised 1 month prior to the event. You need to ensure you are providing sufficient time to have your event assessed and approved. You will also need to apply for a Section 138 *Roads Act* for a road closure through the NSW Planning portal and that there is a cost involved.
Council use only: ☐ To be lodged with Traffic Committee Date of meeting:_____			
TRAFFIC MANAGEMENT Event organisers need to determine whether road closures are necessary for the event that they are holding. Consideration should be given to issues such as participant safety, impact on local residents and businesses and the duration of the event. If road closures are required, the event organiser is required to submit a Traffic Management Plan to Council for approval **(this will also be submitted to Traffic Committee)**. Note that suitably trained/qualified persons are required to implement Traffic Management Plan.			
Council use only: ☐ Operations Manager - Transport reviewed			

Footpath Trading	YES	NO	Notes
Will your event including activities or signage to be placed on the footpath or road reserve?	☐	☐	If **Yes** – *Written approval from owner/occupier is required if the activity is to take place outside residential / commercial premises (copy of letter to be attached with this application form)*
Council use only: Confirmation of letter attached – Yes/No			

Food and Beverages	YES	NO	Notes
ALCOHOL Are you selling or supplying alcohol as part of your event?	☐	☐	A Liquor licence is required when selling liquor or when a gate fee applies. Confirm that the licence covers the correct area, dates and time. https://www.service.nsw.gov.au/transaction/apply-for-a-limited-liquor-licence-special-event

FOOD Are you selling or providing food as part of your event?	☐	☐	

FOOD ACT REGISTRATION – STREATRADER

In NSW, all food premises are required to have a Food Act registration from their registering council before selling food. This includes fixed premises, such as cafes and restaurants – but also temporary and mobile food premises such as a market stall or a food van. Any applicable food registration should be provided to the event organiser.

If you are unsure about your obligations under the Food Act, it would be in your best interests to contact the Biosecurity & Compliance Unit to discuss your event activities well before your intended trading day.

A good resource for Event Organisers and Food Vendors is the 'Guidelines for Food Businesses at Temporary Events'. This document details legal requirements for food businesses and provides guidance on food safety at temporary events.

.

Section 4: LOCATION AND SERVICES			
Venue	YES	NO	Notes
Will the event be held in a Council Venue or on Council Land (park or reserve)	☐	☐	If **Yes** – application to hire venues and facilities are through Customer Experience and referred to the relevant department.
Will the event be held on Private Land	☐	☐	Letter of approval from owner and Planning Permit required. See below.

EVENTS ON PRIVATE LAND

An event on private land will require a Development Application. The property may be in a zone that will provide guidance on whether an application for the proposed activity or land use is prohibited or permitted.

The timeframe for considering a Development Application is **normally 40 days**, but it may take longer depending on the circumstances such as requests for further information, referrals to authorities and notice.

Please also see Section 3 about exemptions under the SEPP.

Site Services	YES	NO	Notes
Do you require access to power?	☐	☐	Charges may apply
Do you require access to potable water?	☐	☐	
Do you require access to non-potable water?	☐	☐	
Is access gained through locked gates or bollards?	☐	☐	
Will vehicle access be required on the land?	☐	☐	
Do you require access to public toilets?	☐	☐	Refer to further information on Page 8 regarding number of facilities required
Will you provide portable toilets?	☐	☐	

Waste Management	Yes	No	Notes
Do you have a Waste Management Plan?	☐	☐	Council can provide advice and assistance with waste management including the provision of additional bins
Do you need General Waste bins?	☐	☐	
Do you need Recycling bins?	☐	☐	
Do you need Organic Waste bins?	☐	☐	
Have you considered alternatives to single used plastics?	☐	☐	

WASTE MANAGEMENT

Inadequate waste management can result in safety hazards, odours, attraction of animals and pests and aid in the transmission of communicable diseases to both staff and patrons.

It is an offence under the Environment Protection Act to litter. Event organisers are responsible for waste management at their event.

Council use only:

Number of bins: _____ General _____ Recycling _____ Organic

☐ Council funded ☐ Service to be paid for by Event Organiser

Council use only:

☐ Operations Manager - Transport reviewed

Entertainment	YES	NO	Notes
Entertainment operators have the relevant permits and are on the site plan	☐	☐	
Each amusement operator must have their own insurance and risk assessment plan	☐	☐	
Confirm registration and insurance of Pyrotechnic company	☐	☐	
Approval from surrounding businesses or residences			

Promotion and Marketing	YES	NO	Notes
Do you have a marketing plan?	☐	☐	
Have you contacted the Manager of Economic Development and Tourism ?	☐	☐	Council may assist with promotion of your event through the ATDW and the local "Events Newsletter etc. See below.
Are you receiving funding for this event?	☐	☐	The Council runs a Major Event funding program for events that specifically encourage overnight visitation. Contact the Council on 5888 5100 for more information.
Are you targeting local residents?	☐	☐	
Are you targeting visitors to the region?	☐	☐	
Have you considered the accommodation needs?	☐	☐	

Council use only:

☐ Manager of Economic Development and Tourism reviewed

MARKETING – WHAT'S ON AND TOURISM WEBSITE

If you are holding an event **that will bring visitors** to town, you can ensure your event is promoted by listing for free on the Australian Tourism Data Warehouse (http://atdw.com.au/listing-with-atdw/). Please note that an ATDW listing will ensure your event is listed on the state tourism website (www.visitvictoria.com.au), regional tourism website (www.visitthemurray.com.au) and the local tourism website (www.suncountryonthemurray.com.au).

For further information on how to promote your event please contact Council Visitor Services staff at the Visitor Information Centre in Tocumwal on 0447 333 114.

Insurance and Risk Management	YES	NO	Notes
Have you arranged a Public Liability Certificate of Currency?	☐	☐	Must be to a minimum of $20,000,000
Have you arranged Personal Accident Insurance for volunteers?	☐	☐	
Is the property & equipment insured?	☐	☐	
Have you completed a Risk Assessment?	☐	☐	

INSURANCE

It is the responsibility of the event organiser to hold public liability insurance to the minimum of $20 million for the event. The insurance policy must be extended to specifically cover the event if it does not already do so.
If the event is to be staged on Council owned or managed land Council requires that Berrigan Shire Council is noted as an interest party on the Certificate.

If you are having other groups or organisations participating in the Event (e.g. individual stall holders, bands, entertainers, etc.) then it is essential they also have appropriate public liability insurance.

Emergency Management	YES	NO	Notes
Have you prepared an Emergency Management Plan?	☐	☐	
Have you prepared a Site Plan that includes: • Location of amusements, entertainment providers • A suitable number of toilets (public, portable or a combination of both) • portable fire equipment • fencing barriers • marquees and temporary structures • drinking water • evacuation points	☐	☐	Site plan checklist
EMERGENCY SERVICES It is important that emergency services be notified of medium and large scale events. If emergency services are required to be in attendance on the day of the event, event organisers are responsible for notifying the service providers ideally at least **6 weeks** prior to the event.			
Council use only: ☐ Enterprise Risk Manager reviewed			

TOILETS

The number of toilets to be provided will depend on a number of factors including:

- Anticipated crowd numbers;
- The sex of patrons (women require more facilities than men);
- If alcohol will be available; and
- The duration of the event.

If existing facilities are not adequate, additional portable units must be made available. The Australian Emergency Manual recommends the following as a guide:

Toilet Facilities for events where alcohol is not available:

	Males			Females	
Patrons	WC	Urinals	Hand Basins	WC	Hand Basins
<500	1	2	2	6	2
<1000	2	4	4	9	4
<2000	4	8	6	12	6
<3000	6	15	10	18	10
<5000	8	25	17	30	17

Toilet Facilities for events where alcohol is available:

	Males			Females	
Patrons	WC	Urinals	Hand Basins	WC	Hand Basins
<500	3	8	2	13	2
<1000	5	10	4	16	4

<2000	9	15	7	18	7
<3000	10	20	14	22	14
<5000	12	30	20	40	20

The above figures may be reduced for short events as follows:

Duration of Event	Quantity Required
8 hrs plus	100%
6-8 hrs	80%
4-6 hrs	75%
Less than 4 hrs	70%

Toilet facilities must be:

- ❑ Well-lit so as not to provide a security and safety hazard;
- ❑ Provided with soap and hand drying equipment;
- ❑ Odour free;
- ❑ Cleaned and re-stocked regularly;
- ❑ Located away from food storage and food service areas;
- ❑ Accessible for people with disabilities;
- ❑ Provided with nappy changing facilities;
- ❑ Supplied with condoms at some events
- ❑ Appropriate for wet weather.

Council use only:

☐ Co-ordinator Biosecurity and Compliance reviewed

Council use only:

Event approval:

☐ Manager Planning and Development

COLLECTION STATEMENT

Berrigan Shire Council has certain obligations in relation to the personal information that it obtains from persons who use its website. Please read this statement to learn what information Council collects about you, why it is collected and what is done with it.

Event Management – Risk Assessment

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, can involve some major risks, can involve a number of people coming together for a short period of time and the physical environment can be challenging, not to forget that the weather can intervene and cause chaos at any time.

This form is to assist you in identifying risks specific to your event. Every group has risks specific to them – only YOU can identify them.

Risk Matrix

The Risk Matrix helps you assess and categorise risks into order of priority.

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

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)
A member of the crowd could be struck by a motorbike.	*01/01/10*	*There is no barrier between the crowd and the motorbike demonstration arena.*	*B*	*5*	*VH*	*Erect temporary fencing to protect the crowd, and hay bales to soften the impact for the motorbike riders.*	*Committee*	*Immediate.*	
A member of the public may trip and fall when entering the arena.	*01/01/10*	*There is no lighting between the designated carpark and the ticket entrance.*	*B*	*2*	*M*	*Install temporary lighting and have personnel available to direct the pedestrian traffic.*	*Committee*	*1 week prior to the event.*	

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)
A member of the crowd is harassed, or is subjected to violence by another crowd member.	*01/01/10*	*There is no crowd control or security.*	*C*	*1*	*L*	*Arrange for SSS Security Service to be employed during the evening.*	*Committee*	*Book Service in advance – 6 months.*	
A fire results in the emergency evacuation of over 1500 people.	*01/01/10*	*There are no emergency evacuation plans, or procedures.*	*C*	*3*	*H*	*Establish evacuation plans and assembly areas. Determine procedures for orderly evacuation.*	*Committee and Council*	*Within 7 working days.*	

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.

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 Council.

Risk Assessment Form

Controlling Organisation: Event: Date of Event:

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)

Risk Assessment Action Plan

Following the risk assessment, the Action Plan should list in order of priority, those areas requiring rectification works, or additional control measures. Tasks should be allocated to individuals with timeframes for completion. It is imperative that those risks identified as Very High or High are addressed before the event.

Example:

The Tocumwal Football Club is putting on a family fun day at the Recreation Reserve. A jumping castle has been organised from a local amusement provider to be set up on the reserve. The risk assessment has highlighted there is a possibility that young children may be pushed or could fall off the structure whilst using it. There are no rectification works to fix the problem, so some control measures need to be put in place to reduce the risks. The Risk Assessment has rated this as a "High".

Identified Risk	Risk Rating	Rectification Works/ Control Measures	Responsible Person	Date due for Completion	Action Completed - Signature
Child could be seriously injured after being pushed, or falling from jumping castle	High	Jumping Castle to be operated by a professional contractor who holds appropriate Public Liability	J. Smith and Contractor	01/01/10	
		Operator works on the basis of height restrictions for all those using the castle to ensure only children of appropriate height and similar age use the structure	J. Smith and Contractor	01/01/10	
		Operator provides six extra staff who ensure no-one using the structure is acting in an inappropriate manner	J. Smith and Contractor	01/01/10	
		The contract with the operator takes account of a maximum number of children using the structure at any one time, and that the operator takes responsibility for imposing this restriction.	J. Smith and Contractor	01/11/09 – During arrangement of contract	

In a situation like this, it needs to be remembered, that whilst responsibility for these control measures has been placed on the contractor, the overall responsibility for event safety still lies with the event organiser.

Action Plan

Controlling Organisation: _____ **Event:** _____ **Date of Event:** _____

Identified Risk	Risk Rating	Rectification Works/ Control Measures	Responsible Person	Date due for Completion	Action Completed - Signature

Identified Risk	Risk Rating	Rectification Works/ Control Measures	Responsible Person	Date due for Completion	Action Completed - Signature

Identified Risk	Risk Rating	Rectification Works/ Control Measures	Responsible Person	Date due for Completion	Action Completed - Signature