Event Management Guide

A resource for organising events in the Meander Valley municipality

DISCLAIMER: This document is intended as a general guide for Event Organisers to assist them in the planning and management of their event. Although the information contained in this publication has been researched and presented with due care and attention, Meander Valley Council does not accept responsibility for any errors or omissions that may have occurred within this publication. Information in this guide will be subject to change. For up-to-date and further information refer to the Council’s website www.meander.tas.gov.au

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Introduction

This Event Management Guide has been designed to assist community organisations in the running of public events within the Meander Valley municipality.

The guide highlights a number of key issues to consider when organising an event, however it is a guide only and does not cover every single issue that the Event Organiser might encounter. It is recommended that the Event Organiser identify those parts of the guide that do apply to their particular event.

Council is available to provide guidance and direction to help ensure that the event meets all requirements and is run safely and successfully. It remains however the Event Organiser’s responsibility to seek additional information where required and to ensure that all approvals have been obtained.

Refer to Council’s website www.meander.tas.gov.au for a pdf version of this document as well as other forms and information sheets you may need to reference in planning and organising your event.

The Event Management Guide is divided into the following two parts:

Part One - Getting Started

This section outlines the event processes to follow in planning and organising your event and Council’s application process requirements.

Part Two - Event Management Guide

This section provides general information and guidelines on things you may need to consider in organising and managing a successful and safe event.
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1.0 Getting Started

An Event Notification Form should be lodged with Council preferably 6-9 months BUT NO LESS THAN 3 MONTHS prior to the event to ensure sufficient time is allowed for the Planning Approval process.

The Event Notification Form notifies Council of your intent to hold an event and sets in motion the process by which Council will liaise with you regarding the necessary requirements, applications and fees payable for your particular event.

Flow charts are provided of the event process and Council’s application process. An Event Action Plan Guide is also included to provide a timeline guide of the event planning process.

Depending on the type and location of your event you may be required to obtain a number of approvals from Council which might include:

• Planning Permit
• Place of Assembly Licence
• Temporary Occupancy Permit.

Council staff will inform you of the approvals you will require following submission of an Event Notification Form.
1.1 Event Notification Form

This form notifies Council of your intended event. To avoid delays in assessing your event it is essential that this form is lodged with Council at the earliest opportunity, preferably 6-9 months BUT NO LESS THAN 3 MONTHS prior to the event, even if some requested details are yet to be confirmed. On lodgement of this form Council will contact you regarding the necessary requirements and fees.

**Contact Details**
Organisation name

Contact name

Daytime phone  Mobile

Fax number

Email

Please return this completed form to:
Meander Valley Council
PO Box 102, Westbury 7303
or fax 6393 1474 or mail@mvc.tas.gov.au

**Event Information**
Event name

Event Location (including street address)

Event Date/s  No of expected attendees

Event start time  Event finish time

Date/time of setup  Date/time of pack up

Event is: public land / private land / indoor / outdoor

Event has been held before: where / when / how often?

Description of Event: (specify if public or private event)

**Event Details** (please tick applicable box)

Will the event require hall hire?

[ ] No  [ ] Yes

Will the event require park/reserve hire?

[ ] No  [ ] Yes

Will the event require road closure or traffic management?

[ ] No  [ ] Yes

Do you intend to erect any temporary structures, eg tents, marquees, portable stages?

[ ] No  [ ] Yes

Will food be served/sold at the event?

[ ] No  [ ] Yes

Will alcohol be served/sold at the event?

[ ] No  [ ] Yes

Will there be high risk activities at the event, eg rides, jumping castle, fireworks? If yes, state activity.

[ ] No  [ ] Yes

**Privacy Statement:** The Meander Valley Council is committed to upholding the right to privacy of all individuals who have dealings with Council. Unless required by law or by a Court or Tribunal, the Council will take the necessary steps to ensure that the personal information that members of the public share with us remains confidential. How we use this information is explained in our Privacy Policy which is available at www.meander.tas.gov.au or at the Council office.
1.2 Event Organisation Process Flow Chart

Sample sequence of planning and managing an event.

IDEA
concept brainstorm with others

FEASIBILITY
decision making GO or NOT GO

GO

FEASIBILITY
• feasibility and decision making
• Go/No Go

NOT GO

EVENT PLANNING & PREPARATION
• Appoint Event Committee
• Event Committee appoints Event Organiser and sets objectives

Event Organise:
• develops budget
• identifies tasks & responsibilities
• prepares organisation and work flow charts for Sub-Committees
• develops Marketing Plan

COUNCIL NOTIFICATION
• Lodge Event Notification Form with Council
• Council to Identify any issues regarding feasibility of event

REASSESS FEASIBILITY
decision making GO or NOT GO

COORDINATION
Sub Committees:
• Administration: office, staffing, volunteers, enquiries
• Program: event activities, performers, concerts, programs, results, awards
• Marketing: sponsorship, publicity, public relations, advertising, promotion, communication
• Operations: staging, transport, parking, security, food stalls, facilities, equipment
• Finance: budget, salaries, payments, ticket sales, banking, financial reports

POST EVENT
• Clean up
• Debrief & evaluation
• Celebration & recognition of volunteers and staff

NEXT EVENT

EVENT DELIVERY
• Decision making & action
• Run Event

MANAGEMENT
• Coordinate
• Flow Chart
• Monitoring
• Checklist
• Meetings
1.3 Event Action Plan Guide

6-9 months before event
- Choose type of event
- Select suitable venue
- Identify target audience
- Determine aims and objectives
- Determine key messages
- Appoint Event Organising Committee
- Appoint Event Organiser
- Seek support from local media and businesses
- Lodge Event Notification Form with Council

5-6 months before event
- Complete event planning:
  - strategies and activities
  - event staffing
  - timeline
  - budget outline
  - promotion and advertising
  - risk management
  - community support
  - resources/merchandise
  - Tentatively book venue, acts & equipment
  - Complete any funding applications
  - Lodge Council Planning Application for Event

3-4 months before event
- Confirm venue booking
- Apply for licences, consents, approvals and permits
- Check insurance requirements
- Check safety
- Check power requirements
- Confirm availability of equipment and performers
- Organise publicity
- Order merchandise
- Liase with police, security, catering, first aid
- If not already done so, lodge Event Notification Form with Council NO LESS THAN 3 MONTHS prior to the event
1.3 Event Action Plan Guide - continued...

**2 months before event**
- Check funding
- Develop incident register and contingency plan
- Mail out invitations
- Organise advertising, promotion opportunities
- Lodge Road Closure Form (and Traffic Management Plan if required) with Council

**1 week before event**
- Confirm all bookings
- Increase advertising, promotion via media outlets
- Check all equipment is available and ready

**1-2 months before event**
- Look at emergency procedures
- Develop risk management strategies
- Develop procedure sheets for staff
- Ensure signage and merchandise is confirmed
- Lodge to Council:
  - Place of Assembly Application Form
  - Application Temporary Occupancy Permit

**2-3 weeks before event**
- Familiarise staff with emergency procedures
- Distribute promotional material, flyers, etc
- Ensure Applications for Registration of a Temporary Food Business have been submitted by stallholders

**Day before & Event Day**
- Check - emergency exits, security staff, equipment and safety requirements
- Confirm all necessary directional signage is in place
- Meet with event team for briefing day before
- Hold briefing session start of day and debrief session at end of day if more than 1 day event

**1-2 weeks after event**
- Write up reports on evaluation and distribute to relevant people
- Promote achievements
- Send out ‘thank you’ letters
- Hold debriefing meeting with event staff and volunteers to evaluate success against aims and objectives
1.4 Council Application Process Flow Chart

Event Notification Form lodged with Council by Event Organiser (EO)

Does event meet requirements of the Planning Scheme?

YES

Event Notification Form referred to relevant Council Departments for assessment

Corporate Services

Governance & Community Services

Development Services

Infrastructure Services

Economic Development & Sustainability

EO contacts regarding extent of information required, applications to be completed and fees paid

EO submits completed forms, documents, plans and fees to Council

EO notified that event can proceed

End of Process Debrief

EVENT

Refund of bonds ($ applicable)

NO

Event cannot proceed as originally submitted

EO notified of non-approval, EO advised if changes can be made for possible resubmission

Not approved

Relevant assessments undertaken

Approved
2.0 Event Planning

2.1 Planning Your Event
A well managed and safe event evolves through a process of careful planning. Given the complexity of event organisation it is vital to maintain good records of planning, implementation and evaluation.

2.2 Strategy for Success
Make sure the purpose for the event is important enough to merit the time and expense needed to properly stage, publicise and evaluate the event.

Successful strategies you can employ in planning your event:
• determine the purpose of the event
• identify who you want to attend the event
• consider the best time to stage the event
• decide the best place to stage the event
• brainstorm and develop the event concept
• create an organisational structure
• start planning ahead of time
• prepare an event action plan
• maintain records of procedure.

2.3 Event Action Plan
An Event Action Plan is a timeline guide which highlights the main actions to be performed during the event planning/application process.

A sample Event Action Plan Guide can be located at 1.3 on pages 8 and 9 of this guide.

2.4 Project Management
Good project management is the key to a well organised event. The basic steps in project management would include:
• identifying the scope of work to be completed
• breaking the scope of work down into general areas of activity
• listing the tasks to be completed for each area of activity in the form of a checklist that can be marked off as completed for each task achieved
• allocating staff and resources to each area of activity
• organising the tasks for each area into a chronological schedule
• creating a timeline guide (Event Action Plan) that provides an overview of work tasks and timeframes
• applying the above tools to the planning and implementation of the event.

2.5 Creating a Budget
When creating a budget the objective is to provide the event with a financial blueprint. The budget should be specific and include revenue opportunities (i.e. sponsorship/partnerships, ticket sales, donations, concession sales).

Events incur a range of expenses such as printing, permits, insurance, hire fees, speakers, food, supplies and security. Balancing revenue and expenses is essential for event planning.

Steps to follow to allow you to meet your budget objective would include:
• identifying the costs and income sources for the event
• determining an appropriate level of budgeting
• establishing a budget
• monitoring budget expenditure and income
• undertaking a review of the budget post event.

2.6 Weather
The impact of weather on your event will depend on the activities involved. Potential weather impacts should be considered and included in your risk assessment (refer 8.2 Risk Assessment & Management - page 20).

Consider having in place arrangements to deal with possible weather conditions such as:
• heat—provision of shelter, water, first aid, sun cream, mosquito repellent
• wind—provision of shelter, and ensuring structures and dangerous items are secure
• rain—provision of shelter, and protection for leads and wiring
• hail—provision of shelter
• cold—provision of shelter and warmth.

In the case of extreme weather it may be necessary to cancel or postpone your event to ensure the safety and security of those present.
Before the event, you should establish:
- conditions for cancellation/postponement and include these in information to attendees (such as on the event’s website or the back of tickets)
- who is responsible for deciding to cancel/postpone
- at what time you need to make a decision about cancelling/postponing an event
- how you will advise staff, volunteers, performers and people planning to attend the event of the cancellation/postponement
- contingency plans if the event is still able to go ahead.

This information should be included in your pre-event staff and volunteer briefings.

2.7 Sponsorships
Sponsorships are a major income source of many new and continuing events. It is important to identify sponsors, prepare sponsorship proposals and service sponsors.

Some key steps to securing event sponsorship and raising revenue would be to:
- make realistic judgements as to the potential of the event for sponsorship
- develop a basic sponsorship policy to guide sponsorship efforts
- identify likely potential sponsors for the event
- develop a clear understanding of the benefits sought by the potential sponsors
- identify relevant non-sponsorship revenue sources
- develop a plan to guide your efforts at revenue raising.

2.8 Government Grants
Granting bodies for public events include:
- Events Tasmania
- Tasmanian Community Fund
- Tourism Tasmania
- Local Council.

Council Community Grants - applications to the Meander Valley Council’s Community Grants Program are invited all year round. Grants up to $3,000 are available to ‘not-for-profit’ community organisations for projects that address community needs through special events, sport and recreation and/or community development.

Refer to Useful Contacts and References on page 27 for contact information of the granting bodies.

2.9 On the Day
It is a good idea to ensure you have ready access to all important event documentation on the day of your event. This documentation might include:
- a running sheet outlining the timing of your event
- the chain of command layout
- contact mobile phone numbers of all staff, volunteers, performers, emergency personnel and other key stakeholders
- a site plan
- a traffic management plan
- a crowd management plan
- copies of all contracts and permits
- an emergency response plan, including emergency medical plan and emergency communications plan
- incident/accident report forms.

One way to ensure staff and volunteers are fully informed of all key aspects of the event is to make up an ‘Event Manual’ containing important information relevant to the successful running of the event on the day.

It is recommended that a copy of this manual be distributed to all relevant personnel at a briefing meeting several days before the event. If time at the briefing allows, the Event Organiser should go through the manual with staff and volunteers to ensure all are familiar with the manual’s contents and that everyone is as informed as possible about what will happen on the day.
3.0 The Venue

3.1 Choice of Venue

The venue where the event is to be held will depend on the purpose, concept and theme of the event. It is the responsibility of the hirer to ensure that the chosen site is suitable for the intended event and that all relevant approvals and information are obtained for the event.

When deciding on a suitable venue the following needs to be considered:

- the anticipated size of the event and expected patronage
- entrances and exits and car parking
- indoor versus outdoor requirements
- requirements of people with disabilities (refer to 8.8 page 20 for further information)
- access to infrastructure - power, water, communications, toilets, etc.
- risk management and occupational health and safety.

3.2 Hire of a Council Owned Facility

To hire a Council owned facility (hall, park or reserve) contact Meander Valley Council’s Customer Service Centre on 6393 5300 to check availability and to make a provisional booking.

On lodgement of the Event Notification Form a Council representative will contact you to advise if a Facility Hire Agreement or Reserve Hire Agreement application is required to be lodged to Council and of any fees and charges payable.

Fees and charges are reviewed annually and can be found on Council’s website www.meander.tas.gov.au - Fees and Charges link.

3.3 Site Plan

A site plan is a drawing indicating the ground layout of your event and is essential for event planning and management. Typically event site plans will indicate the site boundaries, street accesses, stalls and tent locations, etc.

All key stakeholders can use the site plan as part of the planning process, with consultation as to its final layout.

A site plan should be easy to interpret and, if a large event, be posted strategically around the site for use by patrons. The site plan can be used by staff and volunteers in setting up the event, and is also invaluable as a reference in an emergency situation.

A sample Site Plan is provided on page 14.
Sample Site Plan

When drawing your site plan use a simple format and include surrounding streets and landmarks. Your site plan must be clear and show all important event features. It can be a hand drawn sketch or perhaps a Google map showing an aerial view of the site with your event details listed accordingly.

Consider including the following features:
- all entrances and exits
- emergency access routes
- paths used by vehicles
- paths for pedestrians only
- car parking
- information centre (HQ)
- food and other stall holder locations
- stage and temporary structure locations
- seating arrangements
- shade and/or shelter
- entertainment sites ie rides, jumping castle
- toilet facilities
- waste bins/refuse sites
- first aid posts
- drinking water sites
- liquor outlets
- approved liquor consumption areas
- non-alcohol (dry) areas
- security and/or police locations
- fire fighting equipment

The above is not an exhaustive list; your site plan should reflect your particular event’s characteristics.

Note: Council will request an event site plan to be submitted as part of the event application process.
4.0 Committees, Staff & Volunteers

4.1 Staffing Arrangements

The staffing arrangements implemented at your event need to be carefully considered with a chain of command established for the delegation of tasks and responsibilities.

Arrangements to be considered include:
- who are the personnel staffing the event and what are their roles
- staff briefings - what information will staff be given
- do staff require a communication link
- what clothing should staff wear
- do staff require safety equipment
- do staff require protection from the sun and access to thirst quenching drinks
- staff etiquette - ie. are staff permitted to drink alcohol/smoke during the event.

4.2 Committees

Committees are a useful management tool and can play an important role in organising and managing a successful event.

An event is made up of many areas of responsibility that can best be handled by delegating responsibility to competent members of each committee. It is recommended that committees meet on a regular basis to review progress, make any necessary changes and update the event plan as required.

4.3 Staff

Event staff play an important role in the success of an event and need to be kept informed of the details of the event plan.

To ensure staff are familiar with the details and requirements of the event they should be provided with pre-event training that clarifies roles, responsibilities and procedures, especially in relation to communication, emergency and security plans.

4.4 Volunteers

Volunteers are an invaluable resource to provide assistance with the managing and running of an event.

The Event Organiser needs to be aware of the rights and responsibilities of volunteers which include issues such as insurance and occupational health and safety.

4.5 Event Manual for Staff & Volunteers

One way to ensure staff and volunteers are fully informed of all key aspects of the event is to make up an ‘Event Manual’ containing important information relevant to the successful running of the event on the day.

It is recommended that a copy of this manual be distributed to all relevant personnel at a briefing meeting several days before the event. If time at the briefing allows, the Event Organiser should go through the manual with staff and volunteers to ensure all are familiar with the manual’s contents and that everyone is as informed as possible about what will happen on the day.
5.0 Event Promotion

5.1 Signage

Clear and strategically placed signage will assist in coordinating traffic and pedestrian movements and help to manage your event. To determine sign requirements, consider what information people at your event will need to know and whether this should be displayed on a sign.

Appropriate signage for your event might convey information regarding:
- parking/no parking areas
- toilets
- entrances and exits
- first aid
- lost children
- accessible facilities, including entry/exit points
- meeting points
- information points.

If liquor is being sold you will be required to display a number of signs under the liquor laws, ie. the statutory notice stating the offence of supplying liquor to a minor.

Any temporary advertising signs for your event that will be placed on public land (footpaths, parks, road verges) will need to be approved by Council prior to the event. It is recommended that locations where a sign is to be placed is recorded at the time of placement to ensure no signage is missed and not collected at the conclusion of your event.

5.2 Ticketing

Dependant on the type and size of your event you may decide to offer tickets - these could be either advanced tickets, tickets purchased at the event, or both. A sound administration process is essential.

5.3 Promotion & Advertising

Promoting a special event takes creative thinking balanced with practicality. In order to effectively promote your event it is vital that you reach your target audience and you need to carefully consider how to reach the people you want to attend your event.

Some ways of effectively advertising and promoting your event might include:
- via a website which is an excellent resource information tool
- advertising in the local newspaper and on the radio
- letterbox drops
- posters/flyers/brochures
- letters to key community groups.

Use your local media effectively as this will increase your reach and ultimately your attendance at the event. When sending out a media release to your local newspaper and radio station ensure that it contains key information such as the event date, time and location, what the event is about and possibly a quote from your event spokesperson or organiser.

Enquiries can be made to Council’s Customer Service Centre on 6393 5300 to advertise your event on Council’s website - Events link.

You can register your event with the Tasmanian Events Calendar which has been created to aid commercial and community organisations in promoting their events online. Go to www.discovertasmania.com and follow the “Events” link.
6.0 Traffic & Pedestrian Management

6.1 Road Closure

Where an event will require full or partial road closures the Event Organiser will need to lodge with Council an Application for Approval of a Road Event/Road Closure and a Traffic Management Plan.

Council will inspect the area and advise the Event Organiser if it is practical and safe to allow the requested road closure. Any road closure will apply only to that section of street(s) as approved by Council and is to be advertised in the local newspaper a minimum of two weeks prior to the event.

If the road requiring closure is a State Road the Event Organiser will need to contact the Department of Infrastructure, Energy & Resources (DIER) to obtain the necessary approval. Refer to their website at www.dier.tas.gov.au.

6.2 Road Event

Events on local secondary roads such as TARGA car racing and cycling competitions require Council and police approval. Events to occur on a highway or state maintained road must also have written approval from DIER. In all cases event participants must comply with the Australian Road Rules.

The Event Organiser will need to lodge with Council an Application for Approval of a Road Event/Road Closure and to lodge a Traffic Management Plan.

6.3 Traffic Management Plan

When an event involves road closure or the managing of traffic/pedestrians, a Traffic Management Plan (TMP) needs to be developed by a suitably experienced person. The aim of having a TMP is to outline the strategy whereby the traffic associated with the event will be efficiently managed to reduce congestion on the main feeder roads surrounding the event site. (Traffic Management Plan requirement is in accordance with AS1742.3 (2009) and DIER Traffic Control of Worksites COP - June 2004, Section 19 and 20 of Local Government Act.)

Areas to identify in a Traffic Management Plan might include:

- Parking & Patron Access

Patron flow to and from parking areas will need to be considered for safety and crowd management as well as for any possible emergency evacuation. Appropriate directional signage should be placed at entry and exit points.

Other points for consideration might include:

- is there adequate car parking space, including over-flow parking
- how will car parking be managed
- how are patrons to be informed of parking options
- is there access for people with disabilities
- will shuttle buses need to access the site.

- Communication Consultation

- how will affected residents and local community be advised of the road closure/traffic, ie by letter drop, door knock, advertising
- when will residents be advised and the road closure advertised in the local newspaper.

- Traffic Control

- where and how will traffic controllers be used
- are speed restrictions required
- will barriers be required
- will there be No Standing/No Parking zones
- what road closures are necessary
- have the police been consulted
- have you informed Council of your requirements.

- Signage

- consider the type of signage required to inform the public of the traffic conditions
- what directional/information signage will be required for event participants
- where will signs need to be placed
- when will signs be installed and removed
- have you obtained permission from Council to erect signs as proposed.

If unsure on any traffic management details it is recommended that you check with Council prior to the event; public safety is paramount.
7.0 Infrastructure

7.1 Power & Lighting
The Event Organiser is responsible for arranging the supply and installation of any electrical/power requirements for the event, such as the use of generators, extension cords and cables.

It is important to ensure that:
- electrical leads do not create trip hazards. NO cables are to lie on the ground unless adequately protected as they can present a serious hazard.
- lead joints and connections are not to be accessible to the public or exposed to damp conditions.
- temporary electrical leads must be flexible cables.
- double adaptors and piggy-back plugs are not to be used.

7.2 Water
Water will most likely be required for catering, entertainment and/or cleaning purposes before, during and after the event.

All taps located on and/or within your selected venue should be checked to ensure they are in good working order prior to the event. Where any deficiencies are located in Council owned facilities, they are to be reported to Council at the earliest possibility to enable the problem to be repaired prior to your event.

7.3 Toilets & Showers
It is the responsibility of the Event Organiser to ensure adequate sanitary facilities are made available for participants/patrons. This may require hire of porta-loos.

Points for consideration:
- 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.
  - the duration of the event.
  - where will toilets be located or will you be using public toilet facilities.
  - are the toilets accessible to people with limited mobility and parents with small children.
  - draw up a cleaning and supply roster to ensure toilet supplies are restocked and the toilets are inspected for safety and cleanliness regularly.
  - will showers be required for a multi-day event.
  - how will the wastewater from portable toilets/showers be disposed/managed.
  - will you have availability of a plumber throughout the event for repairs and blockages.

To determine the number of toilet facilities your event may require refer to the “Toilet Ratio Guide” available on Council’s website www.meander.tas.gov.au - Events link.

7.4 Temporary Structures & Staging
Tents, marquees and portable stages all qualify as temporary structures and if being used at an event should be marked on your Site Plan.

On lodgement of your Event Notification Form Council will advise if you need to apply for an Application for a Place of Assembly Licence and/or Temporary Occupancy Permit.

7.5 Ground Markings & Placing Stakes or Pickets in the Ground
You will need to advise Council if you intend to erect a marquee, tent or any other structure on Council owned land which will require pegs or posts to be driven into the ground.

Any ground line markings used on Council owned land must be with water based paint only.

Note: If you are responsible for damaging any underground reticulation or electrical systems you will be liable for the cost of repairing the damage.
7.6 Amusement Rides & Structures

It is essential that all operators participating in an event have their ride(s) registered with Workplace Standards Tasmania.

It is the responsibility of the Event Organiser to ensure that:

- each operator has their ride(s) registered with WorkSafe
- each operator has provided you with a copy of their current Public Liability insurance and Registration Certificate
- each operator has an up-to-date logbook for their ride(s), showing details of yearly inspections and regular maintenance.

Refer to Workplace Standards Tasmania on 1300 366 322 or visit www.wst.tas.gov.au

7.7 Shelter & Shade

Shelter and shaded areas should be available wherever patrons, staff and volunteers (including First Aiders) may be located for an extended period of time and where weather conditions dictate it is required.

Some shelter requirements for your event might include:

- transport pick up and set down areas
- spectator and official viewing areas
- seated eating areas
- first aid area
- event management centre
- competitor and officials marshalling areas
- entrance and ticketing areas.

7.8 Temporary On-Site Living (camping/caravans)

If temporary on-site living (camping or caravans) is required for an event on private or Council land, approval will be required from Council.

The following details will be requested by Council:

- required dates, times and locations of proposed camping
- numbers of campers, tents and caravans expected
- site plan of proposed sites
- details of arrangements for waste water, toilets, showers, disposal of rubbish, potable water access.
8.1 Occupational Health & Safety

The Event Organiser has an obligation to provide a safe environment for the public and to ensure appropriate care, safety and any training requirements are provided for staff and volunteers involved in running the event.

For specific information relating to Occupational Health and Safety requirements refer to WorkPlace Standards of Tasmania website www.wst.tas.gov.au

8.2 Event Risk Assessment & Management

Event risk assessment and management is the careful examination of your event activities to identify any potential hazards, thereby allowing control measures to be introduced to reduce the risk to the lowest practical level.

On-site safety at all events is of the utmost importance with public expectation being to be able to enjoy your event in safe and secure surrounds. It is a responsibility of the Event Organiser to identify and address any potential hazards.

Points for consideration would include:
- do you have public liability insurance
- is your property and equipment insured
- do you have a contact list of all stakeholders
- do you have an alternate plan in case of inclement weather
- does the location provide safe access for vehicles and pedestrians
- does the location provide adequate shade
- are there any exposed power lines that may provide a technical hazard
- are there any chemicals or potentially dangerous materials stored on the site or nearby
- is the area subject to high winds - will marquees and stalls be safe
- have you checked to ensure that operators of amusement rides and attractions are qualified and licenced.

8.3 Incident Report

An Incident Report Register should be kept to document the details of any incident that occurs during or in conjunction with the event. Recording incidents that occur is one important way of identifying issues that need to be considered prior to the running of a possible subsequent event.

Particular attention should be paid to any incident that may occur around the following issues:
- illness and accident
- intoxication, including refusal of entry and/or service
- behaviour, including refusal of entry and/or service
- any behaviour of an anti social or criminal nature.

The incident report should cover the details of the incident (who, where, when and what happened) and what actions were taken (ie. medical attention given, police called, etc).

8.4 First Aid

Regardless of the size of an event, it is necessary to provide a level of first aid. Whether you will need a first aid station staffed by a qualified certificate, or paramedic and medical facilities, this will be determined by the type of event, the number of patrons expected to attend and any perceived risks.

It is advisable to consider the following:
- the location of a first aid station
- does the site have access to running water
- are the people to staff the station qualified
- what equipment/first aid supplies are needed
- how will the first aid equipment be safely and securely stored
- whose role is it to ensure the equipment is available and appropriate
- liaise with appropriate authorities about your requirements.

If staging a major event consider requesting St John Ambulance to provide first aid. This can be done by completing a request on-line. Refer to website www.stjohn.org.au
8.5 Medical Emergency

It is important that the Event Organiser ensures adequate plans are put in place to cater for medical emergencies that may occur at public events.

**Note:** emergency vehicle access to your venue must be available at all times during the staging of the event.

Consideration should be given to the following:
- the location of the nearest medical centre, hospital and doctor in case of an emergency
- a list of key medical contacts - names and phone numbers
- consider how long it would take for medical assistance to reach your venue
- staff and equipment:
  - whose responsibility is it to coordinate assistance for a medical emergency
  - how many staff will you need
  - what can they deal with in the event of an emergency
  - are they appropriately qualified.

8.6 Emergency Plan

The aim of an Emergency Plan is to minimise the threat to life and damage to property.

- **Emergency access to site** - locate this on your site map. Consider roadways, ground surface, gates and parking. Ensure all event attendees know to keep this access free.

- **Emergency Procedures** - these can be introduced if you have an Event Programme leaflet to distribute to all event attendees.

  Areas of information you could include:
  - location of first aid station
  - where the food, beverage, shower, toilet and parking facilities are located
  - where to assemble in case of emergency

- **Evacuation** - you must have an evacuation procedure as part of your Emergency Plan. If using a Council owned hall the building should already have an evacuation procedure in place. If unsure, check with Council.

- **Communication** - consider how your staff/volunteers will need to communicate in an emergency and the importance of adhering to the chains of command you have established. Determine if communication will be by two-way radios and/or phones/mobils.

8.7 Security & Crowd Control

The security requirements required to ensure the safety of the public will differ according to the type of event you are holding. The Event Organiser needs to examine the possible risks involved with the event, ie. “What could happen?” or “What if?” The answers will determine the type or combination of security that you may require. Consider contacting your local Police who can advise you on this issue.

- Consideration should be given to:
  - what, if any, security arrangements need to be made
  - are barriers required, and if so, where
  - how many staff are required for security - what are their roles and responsibilities
  - where will these staff be located
  - what hours will they be available
  - what will their role be in the event of an emergency
  - how will you store and safeguard money collected
  - have you made arrangements for lost or stolen property or lost children.

8.8 Disability Access

A challenge for Event Organisers is planning events so the needs of all groups are considered. All arrangements made, including emergency procedures, should meet the needs of people with disabilities.

public safety & security - continued ...

8.9 Lost & Stolen Property/Lost Children
It is advisable to have a location for the receipt of lost or stolen property and lost children. Show this location on your site plan.

8.10 Fire Safety
In regards to fire safety controls at your event there are a number of things to be considered, including:
• is there likely to be a Total Fire Ban in place at the time of the event
• is the area subject to bushfire
• are BBQ’s, heaters and electrical items in good repair
• is the power supply to the event safe
• has everything been installed by suitably qualified technicians
• are gas cylinders secured correctly
• are hydrants or suitable water available in the event of a fire
• do you have access to fire extinguishers - ensure they have been checked/serviced recently and are located in appropriate locations and adequately signposted.
• develop procedures to follow in case of a fire.

Consider discussing your arrangements for fire prevention, detection and control with the Tasmania Fire Service.

Refer to Tasmania Fire Service website www.fire.tas.gov.au for further information and contact details.

8.11 Gas
At many events portable pressurised gas cylinders are used to inflate children’s ballons, carbonate beverages, provide cooking fuel, etc. These cylinders should be checked and approved by Workplace Standards Tasmania prior to use or installation.

Refer to Workplace Standards Tasmania on 1300 366 322 or visit www.wst.tas.gov.au

8.12 Fireworks & Pyrotechnics
If fireworks or pyrotechnics are planned for the event and no licence is held, a permit from Workplace Standards Tasmania is required for fireworks purchase, handling and use. Workplace Standards Tasmania assesses pyrotechnic experience and qualifications to operate and conduct fireworks.

Council’s Building Surveyor and Tasmania Fire Services are to be notified of an event involving pyrotechnics or chinese fire crackers. Council will also need to be a signatory to the initial permit application if the event is to be held on Council owned land.

To apply for a fireworks permit refer to Workplace Standards Tasmania on 1300 366 322 or visit www.wst.tas.gov.au

8.13 Police
The local police station should be consulted when planning events and kept up-to-date during the final phase of the event planning and management process.

Information to provide to the police would include:
• date and timing of your event
• type of event you are holding
• if alcohol is to be available
• the expected number of attendees
• security measures you will have in place
• road closures.
9.0 Insurance

9.1 Insurance Requirements

It is important that all appropriate insurances are obtained for your event. The Event Organiser should investigate and arrange the appropriate insurances required for the event. It is essential to understand exactly what each insurance covers and what is excluded under each policy.

• Public Liability Insurance

The Event Organiser must investigate and arrange sufficient Public Liability insurance to cover the event. Meander Valley Council does NOT provide public liability insurance protection for events.

As a general guide, Public Liability insurance to the value of $10 million is the standard requirement for most events, however this may vary according to the size of the event and any risks involved.

A copy of your insurance Certificate of Currency will be requested by Meander Valley Council during the event approval process.

• General Insurances

Examples of general insurances that may need to be provided in addition to public liability cover are:

• workers compensation - may be required by law to cover staff and volunteers at the event
• property and equipment - may be appropriate if technical equipment is to be used
• loss of profits or business interruption or consequential loss

• other - including professional indemnity, motor vehicle and accident, weather.

It is recommended that Event Organisers seek professional advice on insurance needs that are specific to their event.
10.0 Public Health

10.1 Temporary Food Stalls

A temporary food stall is a temporary arrangement of equipment and appliances from which food is sold and served. It includes booths, tents, vans, marquees and other temporary equipment and appliances such as trestle tables and barbeques. It also includes fundraising barbeques and stalls that operate from existing buildings such as community centres and halls.

The above definition only applies to stalls that are set up for a specific occasional event lasting no more than ten (10) days, regardless of whether funds raised are for a community, charity or not-for-profit organisation.

Temporary food businesses include sausage sizzles and cake stalls as well as food given away or provided at no cost. Any person or group wanting to provide or prepare food for sale at any market, show or event in the municipality will be required to obtain from Council a Registration of a Temporary Food Business.

Temporary Food Businesses must be conducted in accordance with the Local Government Guidelines for Temporary Food Stalls.

The guide “Local Government Guideline for Temporary Food Stalls” is available on Council’s website www.meander.tas.gov.au

10.2 Organising Food Stalls

Considerations regarding the supply of food for your event might include:

• procedures to ensure correct food handling
• types of food you may wish to provide
• where the food area is to be located
• consider food waste and liquid waste control within your waste management plan
• procedures to stop the spread of infection, such as ensuring safe waste disposal for food waste and wastewater.

Contact Council’s Environmental Health Officer on 03 6393 5300 if you have any queries regarding food at events.

10.3 List of Food Stall Holders

A list of all food stall holders, their names and contacts will need to be supplied to Council during the event application process. This can be done by completing a Register of Stall Holders/Businesses.

Note: Stall holders are not permitted to operate at an event without approval from Council. It is the Event Organiser’s responsibility to notify Council of all food stalls/vans to be used at their event. The Event Organiser will be held liable for all unapproved food stalls.

For a copy of a “Register of Stall Holders/Businesses” refer to Council’s website www.meander.tas.gov.au - Events link.

10.4 Drinking Water

Your event will need to have a sufficient supply of freely available potable water and clear directional signage to water. As the Event Organiser you will need to consider how water will be provided, ie. bottled water, tanks provided by a water carter or other organisation.

Outdoor events that expose participants and patrons to the elements must take due care for their health and comfort. Consideration should be given to factors such as hot weather, large crowds, participants walking a long distance (ie. a parade) and any other considerations that might cause people to become dehydrated or to overheat.

10.5 Waste Management & Recycling

The Event Organiser is responsible for all the cleaning arrangements, both during and after the event. All premises used for events are to be left completely free of rubbish and debris.

It is your responsibility to ensure there are sufficient waste receptacles provided so that all waste generated by the event is disposed of properly. Consult with Council whether extra bins are required at a Council owned facility.

Well planned recycling and waste management at events has proven to reduce litter and cut the clean-up time in half.
PART TWO

10.0 Public Health

Things to consider include:
- what different types of waste will be generated ie. patron’s rubbish, decorations, recyclables, cigarette butts, wastewater
- what measures can be taken to promote the minimisation of waste at your event, ie. separate bins for tin cans, bottles, etc.
- how will the clean up be implemented
- what equipment and supplies you will need
- will extra bins be required
- where will the waste go
- how will the waste be safely transported.

For further information about event recycling services visit www.northtaswaste.com.au.

10.6 Noise

Events can create noise levels much higher than normal day-to-day noise and it is important when planning an event to consider the affect of noise on neighbouring residents and businesses. Noise from any event must comply with Environmental Management and Pollution Control Act (1994).

Things to consider would include:
- If using any amplified equipment such as stereos, musical instruments, PA systems or similar, locate the equipment to minimise disturbance to nearby residents.
- Are the noise levels appropriate given the location and time of the event
- Nearby residents and businesses should be notified at least a week before the event. This notification might be in the form of a door knock, letter or mail drop, although Council may make a mail drop mandatory as part of the event approval conditions. When notifying residents ensure that a contact number is provided so any noise complaints can be brought immediately to the Event Organiser’s attention.
- What protocols and procedures are in place for you to handle noise complaints.

Council’s Environmental Health Officer is available to answer any queries you may have in regard to noise management of your event.

10.7 Alcohol

If you intend selling or supplying alcohol at the event a liquor licence will need to be obtained from the Licensing Commission and a copy provided to Council.

If alcohol is BYO to the event a liquor permit will likely not be required, however the written consent of local authorities such as Meander Valley Council and the Police will need to be obtained.

Factors to be considered if alcohol will be served at your event:
- Know and apply the rules prohibiting the serving of alcohol to minors and to persons who are already intoxicated
- All staff serving alcohol should be trained and accredited
- If possible, toilet facilities should be provided near an alcohol consumption area.

A Liquor Licensing application form can be downloaded from www.treasury.tas.gov.au.
11.0 Communication

11.1 Before, During & After

A major factor in determining how successful your event is managed is by the efficiency of your communication before, during and after the event.

Communication:
• with Council is essential to ensure all approvals have been met for you to hold a safe and successful event
• with key stakeholders, staff and volunteers in the planning stages to ensure the event on the day runs smoothly
• with staff, volunteers and attendees during the event to ensure that attendees are happy and safe throughout the event.

To ensure important information is communicated quickly and clearly, good communication and reporting procedures will be vital between:
• staff/volunteers/contractors/suppliers, etc. - it may be preferable to use two-way radios as mobile phone signals can sometimes become blocked in crowded areas
• event staff and emergency services and Police (ensure you have a list of who to contact in case of an emergency and establish how you will contact them, ie. by two-way radio)
• event staff and those who have access rights to the event, such as Council and inspection officers
• event staff and patrons attending the event. Work out how you will provide essential information

11.2 Information Centre

A clearly marked and centrally located information centre is a good management tool for large events as it provides a single location for all public enquiries, lost and found children and property, and the supply and distribution of any hard copy marketing or promotional material.

11.3 Public Relations

Public relations and good communication are essential in ensuring happy patrons. The Event Organiser must be able to communicate clearly and efficiently with patrons for public and emergency announcements. Careful consideration should be given to the style and content of various announcements, especially in the case of an emergency. Calmness and clarity in communication is the key to ensuring good public relations.

11.4 Adjoining Owners

As a courtesy and in the interests of amenability with adjoining residents and businesses who will be affected by the staging of your event, it is appropriate to inform them of the proposed event and associated activities.

This notification might be in the form of a door knock, letter or mail drop, although Council may make a mail drop mandatory as part of the event approval conditions. When notifying residents ensure that a contact number is provided so any concerns can be brought immediately to the Event Organiser’s attention.
12.0 After the Event

12.1 Demobilisation
The Event Organiser must make sure that all event participants and stall holders know the process and what is required of them with regard to packing up once the event has ended. By managing this demobilisation effectively the event will be concluded in an orderly manner and the venue cleared satisfactorily and safely.

12.2 Cleaning
The event venue will need to be tidied and cleaned at the end of your event. The Event Organiser will need to coordinate the necessary person power to ensure that staff/volunteers and stall holders properly clean their sites and/or allocated areas.

12.3 Removal of Temporary Signage
As soon as possible after the event all advertising and directional signs that were erected as part of the event are to be removed.

To ensure no signage is missed and not collected it is recommended that locations where a sign has been placed be recorded at the time of placement.

12.4 Post Event Debrief
It is recommended that immediately after the event has finished the Event Organiser should arrange to conduct a post event debrief celebration to get feedback and to thank any staff, volunteers, sponsors and key stakeholders for their involvement.

12.5 Post Event Evaluation
A post event evaluation is a critical step in successful event management. It enables you to:

• measure the success of an event
• feed lessons learnt from the event back into the planning process for holding a similar future event
• continuously improve recurring events
• refine the event and shape its outcomes
• communicate event outcomes to stakeholders.

Arrange to do your evaluation as soon as possible after the event has been held, while the details are still fresh. Measurable event objectives may include attendance, the amount of money raised or a social or environmental benefit. Through the development of key attainable performance indicators the success of your event can be measured.

Some general evaluative criteria might include:

• did the event fulfill its goals and objectives - why or why not
• identify what worked and what needs fine-tuning and which stall holders should be used again for any future event
• what items were missing on the checklist
• was the event well attended
• was informal and formal feedback about the event positive/negative
• given all that went into staging the event, was it worth it.

Finally, it is important to remember to celebrate your success and to thank all those who contributed.
13.0 Useful Contacts & References

Meander Valley Council
Hours 8.30am - 5.00pm
Phone 03 6393 5300
Fax 03 6393 1474
Email mail@mvc.tas.gov.au
Website www.meander.tas.gov.au
Street Address 26 Lyall Street
WESTBURY TAS 7303
Postal Address PO Box 102
WESTBURY TAS 7303

Available on website - Event Management link:
• Event Management Guide
• Event Notification Form
• Event Organisation Process Flow Chart
• Event Action Plan Guide (Timeline)
• Council Application Process Flow Chart
• Sample Site Plan
• Useful Contacts & References
• Local Government Guidelines for Temporary Food Stalls
• Toilet Ratio Guide for Temporary Structures
• Register of Stall Holders/Businesses
• Risk Management Planning

Department of Infrastructure, Energy & Resources (DIER)
• Road closure of State Road/Highway
  Phone 1300 135 513
  Website www.dier.tas.gov.au

Department of Treasury & Finance
• Liquor Licensing Application Form
  Phone 03 6336 2261
  Website www.treasury.tas.gov.au

Events Tasmania
• Government Grant Body
  Website www.eventstasmania.com

Local Government Guidelines
• Guideline for Temporary Food Stalls
  Website www.meander.tas.gov.au/events

MAST (Marine & Safety Tasmania)
Phone 03 6235 8888
Website www.meander.tas.gov.au/events

Meetings & Events Australia
• Accessible Events - A Guide for Organisers
  Website www.meetingsevents.com.au

North Tasmania Waste Management
• Facts about Event Recycling
  Phone 03 6323 3650
  Website www.northtaswaste.com.au

Police
Emergency Triple Zero 000
(police, fire, ambulance)
Police Assistance Line 131 444 / rural 112
(general enquiries)
Website www.police.tas.gov.au

St John Ambulance
Non-urgent Freecall 1800 008 008
(non-emergency patient transport)
Website www.stjohn.org.au

Tasmania Community Fund
• Government Grant Body
  Website www.fire.tas.gov.au

Tasmania Fire Service
• Fire Safety
  Website www.fire.tas.gov.au

Tourism Tasmania
• Government Grant Body
  Website www.discovertasmania.com - Events link

Volunteering Tasmania
Phone 03 6331 1567
Website www.volunteeringtas.org.au

WorkPlace Standards of Tasmania
• Occupational Health & Safety Requirements
• Fireworks Permit
• Amusement Rides & Structures
  Phone 1300 366 322
  Website www.wst.tas.gov.au