

SECTION 1

WELCOME TO EVENTSENSE

A GUIDE TO RUNNING AN EVENT IN PYRENEES SHIRE

Whether it's the Melbourne International Comedy Festival or the Beaufort Agricultural Show, events are an integral part of our cultural life. And whether you are organising a massive festival that attracts people from all over the world, or a small local event aimed at your neighbours, event management principles remain the same. Pyrenees Shire Council has developed this guide to help you organise and run a successful event with all the considerations in mind.

If you've picked up this guide, you are obviously either thinking about holding, or have decided to hold an event in Pyrenees Shire. Congratulations, and thank you! Pyrenees Shire Council knows exactly how much events contribute to our social and economic fabric, and we really value the colour and vibrancy they add to our communities. We also appreciate the many hundreds of hours of hard work – much of which is done by volunteers – that goes into running each and every event, not to mention the economic and social benefits they bring to our communities.

Pyrenees Shire hosts a wide range of interesting and exciting events each year, from electronic music and alternate living festivals, to steam engine rallies, horse endurance rides, road cycling races, fun runs, art exhibitions and music concerts.

This guide aims to give you the information you need to add to this list or develop your existing event. Good luck and may your event be a total success.

FIRST OF ALL, DON'T PANIC!

This guide will seem huge – it contains a lot of information but there is a good reason. It aims to cover *all* the bases for events of all shapes and sizes. It might seem overwhelming, especially if you are a first-time event organiser, but some of the information will not be relevant to your event so please don't worry.

You won't need to know absolutely everything in here nor will you need to obtain every single permit or licence mentioned.

The guide is designed to give you a good grasp of what's involved in event management overall, and helps guide you through the regulation compliance process armed with the knowledge to understand it. Some of the processes might seem confusing, irrelevant or just plain silly, but rest assured there is a sound reason (and usually a law) behind every requirement.

We have written this guide in plain English, explaining any technical terms as we go along, but if there is anything you don't understand or would like more information about, please don't hesitate to contact the Events Officer (contact details on the next page).

COUNCIL'S ROLE IN YOUR EVENT

You may wonder why Pyrenees Shire Council needs to be involved in your event at all. Every Council organisation (not just Pyrenees) has an intrinsic role to play in events held within their boundaries, whether they are big or small, run by a community group or a business, are aimed at locals or attract people from outside the region.

Not only is Pyrenees Shire Council keen to encourage and nurture events in our region, it also needs to be involved because it is responsible for ensuring compliance with the many State and Federal Government laws and regulations that govern public events.

Unfortunately, the modern world is one in which litigation has become common place. Pyrenees Shire Council is responsible for events compliance – if it doesn't require events within its boundaries to comply with legislation it is exposed to litigation and so are the event organisers if something goes wrong. As managers of the public purse, ignoring events compliance is not something we can legally or ethically do.

Bear in mind that there are some events that Council will not need to be involved in but if you're organising an event, it's good practice to get in touch with us just in case. If we don't need to be officially involved, we can help promote and market your event and provide free advice to you on risk, safety and other event management issues.

THE EVENT APPLICATION FORM

The Event Application Form is the first step in ascertaining what you will need to do to hold your event. The form, which is contained in Section 4, asks relevant questions that will help the Events Officer and other Council officers determine whether you need permits, licences or approvals. If you are holding an event, you should complete the form as soon as you have concrete plans, and lodge it with the Events Officer who will then tell you the next step in the process for your event. More information about the Event Application Form can be found in Sections 2 and 3.

THE EVENTS OFFICER

Because the Council is so involved in events compliance, it employs an Events Officer to help you through the process. The compliance process can be confusing and frustrating but the Events Officer aims to streamline it and provide information and advice.

The Events Officer role:

- Provides ongoing support for the implementation, development and approval of Council and community events within Pyrenees Shire.
- Contributes to events and festivals managed by community groups to optimise patronage, cultural, social and economic benefits.
- Coordinates effective events information and promotion between Council, residents, community groups, businesses and the media.
- Maximises opportunities for the promotion of events through accurate and timely dissemination of information to the community through appropriate channels.
- Aims to be the one point of contact for groups who need to talk to Council about events.

If you need more information or want to talk about your idea before making any firm plans, don't hesitate to contact the Events Officer for an informal chat. This service is completely free but if you need permits or licences, these may attract a charge.

The Events Officer's contact details:

Events Officer

Phone: (03) 5349 1100

Email: events@pyrenees.vic.gov.au

EVENT ORGANISER'S DATABASE

The Events Officer regularly communicates with the people, groups, businesses and committees who hold events within the Shire, providing important event management information, legislation updates, and news, hints and tips. This communication happens through a number of channels open to all event organisers – the EVENTful newsletter, an email distribution list and letters and documents posted out if

needed. There is also an Visit Pyrenees Facebook page www.facebook.com/visitpyrenees to promote events held within Pyrenees Shire boundaries, including yours. Your event is automatically added to this and our other websites when we receive your Event Application Form.

You can add your contact details to the event organiser's database by filling in the event organiser details form in Section 5 and returning it to Council.

SO, WHAT IS “AN EVENT”?

Good question!

DICTIONARY DEFINITION

e·vent

/i'vent/

Noun

1. A thing that happens, esp. one of importance
2. A planned public or social occasion.

In technical terms, an event can be described as a public assembly for the purpose of celebration, education, marketing or entertainment. It is a planned activity where any structure (permanent or temporary), facility, open space or roadway will contain a number of people greater than normally found in that area or location at one time. The activity may affect the location or surrounding area prior to, during or after the event.

From the Council's perspective, an event that we need to become involved in – and that must comply with legislation – might tick one, some or all of these boxes:

Does your event tick any of these boxes?

- ☐ An activity to which the general public is invited.
- ☐ An activity where you will be charging admittance.
- ☐ An activity held in a public area such as a park, hall or sporting facility.
- ☐ An activity held on Council-owned land or in a Council-owned building.
- ☐ An event that is being held by an organisation **other than** a not-for-profit organisation
- ☐ A public event or festival held on private land.
- ☐ An activity that includes the preparation and sale of food.
- ☐ An activity that includes alcohol.
- ☐ An activity that uses a street or roadway, or requires a street/road closure, or requires speed reductions on nearby roads.
- ☐ An activity that includes marquees or temporary structures larger than 100m²
- ☐ An activity where 5,000 or more people are expected to attend.

Some of the activities that are classed as events and are subject to certain legislation include:

- Festivals
- Farmers' and craft markets
- Live music concerts
- Art exhibitions
- Road cycling races, relays or tours
- Fun runs/walks
- Horse races, endurance rides
- Wine and food events
- Car boot sales or fetes
- School fetes
- Street parties
- Sporting competitions
- Ute musters and car shows
- Agricultural shows
- Swap meets
- Street parades

- Cycling road races
- Fireworks displays
- Gatherings open to the general public such as Christmas carols

This list gives you an idea of the kinds of activities that are classified as “an event” and may be subject to certain rules and regulations but it is not comprehensive. Council encourages you to contact the Events Officer about your event’s particulars so you can be sure either way.

There are some activities that Council does not need to be involved in including weddings and private parties, unless they take place in a Council-owned building or on Council-owned land. If you do have an event using a council-owned building or site, we may still not need to be heavily involved but there are certain conditions you will need to meet to hire the facility.

Bear in mind that even if Council doesn’t need to be involved in your event you may still need permits or licences from other authorities. This might include the Victorian Commission for Liquor and Gambling Regulation who issues liquor licences, or the State Government’s Department of Environment and Primary Industries if you are getting married on Crown land.

EVENTS HELD IN PYRENEES SHIRE

Some of the events held in Pyrenees Shire include:

- Lake Goldsmith Steam Rallies
- Avoca Riverside Market
- Beaufort Market
- Beaufort Agricultural Show
- The Avoca Cup
- The Pyrenees Art Exhibition

IS THIS YOUR FIRST TIME ORGANISING AN EVENT?

If you answered yes, the Council’s Events Officer strongly recommends you get in touch as soon as you first consider organising an event. Organising and running an event is a lot of hard work and there are many things to consider. Having a chat to the Events Officer sooner rather than later will give you an idea of what to expect, and give you time to opt out without spending too much time and money. And if you do go ahead with your event, this chat will give you a solid foundation for starting the process and organising a fantastic event.

What you’ll get out of a chat with the Events Officer:

- Free advice and support.
- Free marketing and publicity.
- Document templates that make it easier for you.
- Access to a range of additional information.
- Help in accessing grants.
- Support in applying for and obtaining permits, if you need them.

SOME ADVICE FOR FIRST-TIME EVENT ORGANISERS

As a first-time event organiser, you can save yourself a lot of time and energy by considering some key issues before you start planning.

Set realistic expectations

Successful event management is a rewarding and satisfying experience, but it’s also hard work. It requires a lot of commitment, energy, enthusiasm, planning, time, resources and (sometimes) money, no

matter how big or small your event. Do you have enough of all those things to deliver the event you're planning? Aim high but be prepared to change things as you go along.

Talk to the Council's Events Officer ASAP

To save yourself time and energy (and so you can set realistic expectations), an informal chat with the Events Officer is recommended as soon as possible. That way you'll have a realistic picture of what will be expected of you as the organiser.

Give yourself plenty of time

A new process can be more complicated and can take longer the first time so don't plan your event for a date four weeks away. The Events Officer recommends:

- A lead time of 4-6 months for small events.
- A lead time of 12-18 months for large-scale events.

But if you are new to event management, we recommended you add another two months to those timeframes just to be safe.

Talk to experienced event organisers

Find a group that has held a regular and successful event in your area and ask members about the realities of event management. If you decide to go ahead, you can then ask them to mentor you and your group. There are also a wealth of fantastic online resources that can help, from free event blogs to cheap fact sheets.

Ask yourself some key questions

- Do I have the time and energy to organise the event I'm planning?
- What are we aiming to achieve, and is an event the best way to achieve it?
- How much money will we need, and will we be able to find/raise it?
- Is there a market for our event; will people come?
- Are there already events in our region that are similar to the one we're planning?
- How will we tell people and get them to attend?
- Where will we hold it, and when?
- Are there other events in the region that clash with ours?
- What resources will we need – staff, volunteers, an organising committee?

If you have read and carefully considered the points above and you still want to go ahead with your event, read on!



Moonambel Fireworks – Party in the Pyrenees
*Held at the Moonambel Recreation Reserve in late
October or early November every two years.*

SECTION 2

EVENT MANAGEMENT 101

Planning and running an event is time consuming, requires a lot of time and energy, and can be costly. There are a lot of things to think about, which is why it is critical to think strategically and plan thoroughly.

Depending on the size and complexity of your event, some of the areas outlined in this section will not be relevant to you.

As previously mentioned, the Council knows how much events contribute to the social and economic fabric of Pyrenees Shire and is committed to encouraging and helping event organisers run successful and, above all, safe events.

However, we also need to explain the realities and practicalities of running an event because, as explained in Section 1, the Council is responsible for ensuring compliance with an event's legal requirements.

This section details most of the issues you will need to consider when planning for, organising, holding and then evaluating your event.

This section includes information about the legislative requirements you may need to consider but these are also covered in Section 3, where you can determine the permits you'll need by filling in the checklist provided. Section 3 also includes links and more information about how to obtain these permits.



Lake Goldsmith Steam Rally
Held twice a year in May and October /November at the rally grounds on Lake Goldsmith – Carngham Road.

EVENT PLANNING

Planning is a very important part of running a successful event. Spending time documenting how you will go about organising, managing and running your event will save you a lot of time and headaches down the track. While it might seem unnecessary especially for a small event, documenting the planning process will help you set clear goals and reach them. It also helps with succession planning and assists if you bring in new people to help run your event. A detailed event management plan is the most valuable piece of collateral you'll keep.

If you fail to plan, you plan to fail.

Benjamin Franklin

ESTABLISHING A COMMITTEE

Running an event, no matter how small, is a huge job and can't be done by one person alone. Establishing a committee is an excellent way to share the workload and ensure certain tasks (marketing, finances, paperwork, program development etc.) are delegated to particular people to avoid confusion and double-ups. Sharing the workload will also make it much easier for you to achieve your goals and for your event to be a success.

If your group isn't already, you should consider becoming an incorporated body. (Another option would be to have an existing incorporated body auspice your event although this may create issues with ownership.) Becoming incorporated gives your group a formal legal structure and provides many advantages, but with that also comes responsibilities. When a committee becomes incorporated, it becomes a legal entity that stays the same even if its members change. It can enter into contracts in its own name, for example to borrow money or buy equipment, and open a bank account. Being incorporated protects individual members of the association from legal liabilities. As an incorporated body, you will also be able to take out public liability insurance in the legal name of your group. You must have public liability insurance to run an event. Funding bodies such as government agencies will usually only consider not-for-profit groups or incorporated associations so it is an important consideration.

Incorporated groups in Victoria are registered with Consumer Affairs Victoria under the Associations Incorporation Reform Act 2012. You can find out more about incorporated associations, and register to become one, by visiting <http://www.consumer.vic.gov.au/clubs-and-not-for-profits/incorporated-associations>.

SITE, INFRASTRUCTURE AND FACILITIES

Where you hold your event is one of the first decisions you will make when planning your event, but you will also need to consider any extra infrastructure and facilities you need to hire. This might include:

- Toilets – are there enough? More information about the number of toilets you'll need is further on in this section and in Section 3 under Public Health.
- Car parking – do you need to allocate extra space or is there enough existing in the area? Are marshalls required to help with parking?
- Event coordination centre – a central place for committee members, wardens, staff and volunteers to be based during the event. Even if it is just a room or a table in the corner of your event building, you need to have a space allocated for this purpose. Do you need internet access? Will you need radio communication between key personnel?
- Lighting and staging – will you need to hire lighting systems for stages or performances? Will you need to hire a stage? What about a backstage area for performers?
- Heating and cooling – are these adequate?
- Food and beverage services – where will they be located and do you have the necessary facilities and amenities (power, water, gas)?
- Public address systems – will you need one?

- Alternative venue – if your event is outdoors you'll need to think about having an alternate venue ready in case of bad weather.
- Venue size – is it big enough to hold the number of people you are expecting? Consider your site plan – is it logical? Are walkways wide enough for expected numbers?
- Accessibility – is your venue and/or site accessible for people with disabilities and parents with prams? More information is further on in this section.
- Power supply – is the on-site power supply adequate for performers, food vendors and stall holders? Is 3-phase power needed? Consider the voltage needed and that available – an onsite electrician can be a good investment. Coffee machines run at high voltage and can easily trip out power boards.
- Traffic management – will your event impact local traffic, and if so, what will that mean for your costs? More information on this is further on in this section.
- Site requirements – you'll need to think about first aid areas, VIP areas, where you'll locate activities, access for bump in and bump out (set up and take down).
- Extra infrastructure – will you need to hire things like tables, chairs, crockery, cutlery, tablecloths, exhibition booths or staging?

Site neighbours

The people who live next to, around and close by your site will be affected by the set up and pack up of your event, as well as during the event itself, so it's very important to consider them during the planning stage. Noise, large numbers of people, and traffic congestion could be some of the issues that arise.

Giving your site neighbours plenty of notice of the event and developing a relationship with them early is a good idea so that they can ask questions and have issues clarified, and you can keep them informed of any changes along the way. If your event will be particularly noisy, this also gives them a chance to organise time away during the event if they wish. More information about noise levels can be found later on in this section.

Council-owned buildings or sites

If you are planning to hire a council-owned building or use a council-owned site for your event, there will be certain conditions you will need to meet as an event organiser. This includes providing copies of your public liability insurance certificate of currency, your risk assessment/management plan, your emergency management plan, and a site plan. If you are holding an event in council-owned property you can purchase one-off public liability insurance cover from the Council for a small cost. Phone the Council's Customer Service Officers on 5349 1100 to book one of our buildings.

The POPE

The Place of Public Entertainment (POPE) occupancy permit is required for some public events, and gives you permission to occupy the intended site as a "place of public entertainment". The POPE applies to buildings, open space and temporary structures such as marquees, stages and seating stands more than 100m². The POPE is a part of the Building Act and is in place to ensure the safety of people who attend events, whether they are inside, outside, in marquees, use temporary structures or a combination of all four.

Changes to POPE legislation in 2013 have meant that most small, non-profit community events no longer need to obtain a POPE. However it is important to note that the decision on whether you require a POPE or not is made by the Council's Municipal Building Surveyor so you should never assume you do not need one. This will be evaluated by the Building Surveyor based on the information you provide in the Event Application Form.

As a rough guide, you will most likely need a POPE if your event will attract more than 5,000 people, if the event is for profit, if the building you are using is more than 500m² and/or if you are using temporary structures over 100m² in floor size.

If your event does require a POPE, you should apply for one early as there will be a range of safety measures you will need to implement and compliance requirements you will need to meet (you will be advised of these). If you need a POPE and don't obtain one, there could be legal implications for you and your organising committee especially if something goes wrong at your event.

More information about the POPE is contained in Section 3 and a POPE application form can be found in Section 4.

Planning permits

You may require a planning permit if your event is to be held on private land and/or it involves camping. This is because the land you will be holding the event will most probably not be zoned correctly for the new use for a public event. The Council's Town Planner can give you solid advice on this and the Events Officer will be able to determine whether a planning permit is required through the details you provide in the Event Application Form.

More information about planning permits is contained in Section 3 and a planning permit application form can be found in Section 4.

YOUR EVENT'S AIMS AND ACTIONS

It's really important to set aims and objectives for the event so that you have a solid foundation from which to work. Event management is hard work, involves many tasks and requires an investment of your time, so having clear goals will help guide you and make the process easier.

Aims – what you want to happen as a result of holding the event.

You might have only one or you might have several aims. These could include fundraising for a cause, bringing a performer to your town, providing locals with a cultural activity, making money, injecting an economic boost into the local economy, or bringing tourists to the region.

Actions – the things you have to do to achieve your aims.

You will have lots of objectives, and these might include promoting your event widely (to bring tourists into the area), incorporating your organising committee (so that you can legally receive funds to distribute to charities), or partnering with local businesses (to help inject economic activity into the local area). Action items should be specific, measurable, achievable, recognisable and time sensitive. You also need to delegate people to complete each task.

Continued on next page ...

Some questions to think about when you set your aims and actions:

	Your notes
Who is the event for, who will be coming? <i>Local residents, businesses, visitors, tourists, specific interest groups, specific age groups?</i>	
Who will be participating? <i>Professional performers, school students, youth groups, community music and theatre groups, stall holders/artists/craftspeople, food and drink providers, local sports, special interest groups?</i>	
When will the event take place? <i>Time of the year, does it clash with another event, how long will it run?</i>	
Where will it be held? <i>Park/recreation reserve, hall, main street, in a temporary structure like a marquee?</i>	
How will it be organised? <i>Incorporated group, committee, group of friends, via a paid organiser?</i>	
What activities will it include? <i>Performances, music, stalls, food, alcohol, live music, displays/exhibitions, activities to participate in such as sports?</i>	

Once you have established your aims and actions, write them down so you know what you're aiming for. You can incorporate these into the event management plan, which we talk about next.

EVENT MANAGEMENT PLAN

An event management plan is a living document that details the planning, organisation and implementation of your event. If your event is going to be a regular one (ie/ monthly, annual, biennial), your event management plan will help your future events run smoothly.

A large and detailed event management plan is usually only needed for large-scale events but smaller events do benefit from a less detailed version, even if it's just a few pages long. If you or other committee members move on, your ideas, methods and processes will be documented for those who take over in the future.

An event management plan usually includes (but is not limited to):

- The event details
- The names and contact details of key people
- Admission charges
- Key stakeholders
- Insurance details
- Event site plan
- Infrastructure and facilities
- Program of activities
- Marketing and promotion
- Risk assessment/management, and emergency management plans (more on these later)

An event management plan template can be found in Section 4.

PROGRAM OF ACTIVITIES

Knowing and documenting what will happen as part of your event is an important aspect of the planning process. At this stage, it is also a good idea to think about the risk involved in each activity you are planning. There will be implications for holding a high-risk activity as part of your event but that doesn't mean you can't include it – it just means you need to be more prepared and include it in your risk management plan.

Many activities that could be seen as high risk such as fireworks displays and amusement rides are tightly controlled by a range of legislative bodies, which means the professionals you hire to run those activities cannot operate legally without the necessary permits and licences. If you hire a reputable company with all the necessary paperwork in place, this makes it easy for you to feel confident these activities will be as safe as possible for your patrons.

Your program should be documented as an event program or running sheet including information such as the dates, times, locations, names and addresses, activity organisers' contact details, a site map and stage plan (if needed). This should be provided to all staff, volunteers, participants, officials, stall holders and performers to ensure everyone knows what is happening and when. A separate program omitting personal details can also be printed for the people attending your event so they know what's happening and when.

BUDGETS, FUNDING AND SPONSORSHIP

Obviously, it is important to set a budget for your event and have one or two people in charge of the financials. ***If you need guidance, a simple budget template can be found in Section 4.***

Pyrenees Shire Council offers funding for events and festivals held within its municipal boundaries. You can contact the Events Officer (contact details at the front of EVENTsense) for more information on how to apply for Council sponsorship, ***or see the application form and guidelines in Section 4.***

Other funding bodies that may be able to help with funding include:

- Australia Council for the Arts www.australiacouncil.gov.au/grants
- Regional Arts Victoria www.rav.net.au
- Festivals Australia www.australiacouncil.gov.au
- Grants LINK www.grantslink.gov.au
- Our Community www.ourcommunity.com.au
- Philanthropy Australia – www.philanthropy.org.au
- Tourism Victoria Country Events Program – <http://www.business.vic.gov.au/grants-and-assistance/tourism-vic-country-victoria-events-program>

Seeking sponsorship from local organisations and businesses is another good way to raise funds for your event. Make sure you think about what you want (a monetary contribution, donations of product, in-kind support) and what you can offer them (publicity, free tickets, naming right sponsor privileges) before you approach them. You may have greater success in gaining sponsorship if you approach businesses and organisations that have values that align with your goals and objectives. For instance, if you are holding a fun run, you could ask the local gym to sponsor you. You should develop a sponsorship proposal document that will explain what the event aims to achieve and what's in it for the potential sponsor.

Partnering with your local media outlet – newspaper, radio or TV station – is a great idea as you can negotiate advertising as part of your deal. When businesses agree to sponsor you, it's a good idea to get the deal in writing so both parties are clear on what has been agreed to.

SITE PLAN

Pyrenees Shire Council and other authorities will require a detailed site plan for your event. The site plan should include the location of all structures, entries and exits, main activity areas, potential hazards, access and egress for emergency services and other things like pedestrian routes, parking, shelter, toilets and water stations.

While some venues already have a site plan that you can copy and add details to, this is not always the case. You could ask the Council or another event organiser who has used that venue for a copy of theirs, and adapt it to suit your needs. You can also use a blueprint of the venue or the building's emergency exit plan. Make sure your site plan is measured accurately as this will save time when setting up.

To give you an idea of how to set one out, a sample site plan can be found in Section 4.

The things you should include on your site plan, if you have any of these at your event, are:

- | | |
|---|---|
| <input type="checkbox"/> Natural features of the site – waterways, dams, vegetation | <input type="checkbox"/> Location of event coordination / command / emergency coordination centre |
| <input type="checkbox"/> Information posts for patrons | <input type="checkbox"/> Drinking water sites |
| <input type="checkbox"/> Entrances and exits | <input type="checkbox"/> Building, marquee, stage and seating locations |
| <input type="checkbox"/> Entertainment sites, stages, structures | <input type="checkbox"/> Barriers and fences |
| <input type="checkbox"/> Pedestrian routes | <input type="checkbox"/> Toilets |
| <input type="checkbox"/> Security locations | <input type="checkbox"/> Food vendors and stalls |
| <input type="checkbox"/> First aid posts | <input type="checkbox"/> Emergency assembly and evacuation areas |
| <input type="checkbox"/> Camping areas | <input type="checkbox"/> Speaker locations |
| <input type="checkbox"/> Rubbish bins | <input type="checkbox"/> Generators |
| <input type="checkbox"/> Amusements | <input type="checkbox"/> Dangerous goods storage areas (LPG) |
| <input type="checkbox"/> Emergency access and egress routes | <input type="checkbox"/> Access roads |
| <input type="checkbox"/> Fire fighting equipment | |

CONTINGENCY PLANS

If your event is outdoors you need to plan for bad weather. Think about where you could move your event if the weather is poor on the day and you can no longer hold your event outdoors.

If your event is during the warmer months you will also need to think about what you will do if the authorities declare a Code Red or Total Fire Ban Day. Emergency authorities will usually recommend cancelling an event altogether if there is a Code Red Day or Total Fire Ban but it's a good idea to talk to them about the specifics of your event and what these declared days will mean for you.

Another issue to think about is what you will do if there's an emergency or an evacuation on the day – will you cancel the event entirely, or go on with it if the emergency services say it is safe to do so? This should be covered in your emergency management plan and will be a decision for the organising committee depending on the circumstances.

ACCESS FOR ALL ABILITIES

Is your event aimed at elderly people? Will your event attract people with a disability? Will there be people coming who are hearing impaired? What about parents with prams? These are some of the accessibility questions you need to think about when you're planning your event.

There are many reasons to think about people with a disability when planning your event – we live in an ageing population and there are around four million Australians with a disability, which represents a significant proportion of your potential patrons. Making sure it's easy to access the event, get around and use the facilities will help you create an enjoyable experience for everyone who attends, not just those with a disability. It may be worth talking to relevant organisations to ask for advice on how to create an accessible event.

The Meetings and Events Australia organisation's Accessible Events Guide states: "everyone benefits when access is better including other attendees, people making deliveries, people with heavy baggage, families with young children, and people with prams". Also, under the law, you have a legal responsibility to prevent discrimination against people with disabilities. Complaints of discrimination could result in costly court proceedings and rulings.

If your event will attract children, you should create a child friendly environment and provide a dedicated space with change facilities, breast feeding areas, bottle and food warmers and the like.

The Meetings and Events Australia Accessible Events Guide and checklist can be found in Section 5.

PLAYING RECORDED OR LIVE MUSIC

If your event includes live or recorded music, you may need to obtain a licence from the Australasian Performing Right Association (APRA) and/or the Australasian Mechanical Copyright Owners Society (AMCOS). APRA collects and distributes licence fees for the public performance and communication of its members' musical works, and AMCOS collects and distributes mechanical royalties for the reproduction of its members' musical works. Bands and DJs should already have this licence but it is worth checking with them to save time and money.

As the APRA website states: "... if you wish to reproduce musical works eg: CD, film soundtrack or digital download, it is important that you seek permission from the copyright owners and pay for the right to use their music, if required. The license fees that are collected by APRA|AMCOS are then distributed in the form of royalty payments."

Find out more about playing music at events by visiting the APRA website at <http://www.apra-amcos.com.au/musicconsumers/musicatevents.aspx>

RAFFLES, COMPETITIONS AND FUNDRAISING

If you are conducting a raffle, lucky envelope competition or fundraiser event, you may need a minor gaming permit from the Victorian Commission for Gambling and Liquor Regulation (VCGLR).

To run these types of activities, an organisation must be declared a community or charitable organisation by the VCGLR. An organisation is "declared" when the VCGLR has assessed and approved it to be a community or charitable organisation. To obtain declaration, an organisation must prove that it conducts itself in good faith and exists for a charitable, sporting or recreational purpose, or is a registered political party. Once declared, your organisation will be able to apply for a minor gaming permit.

You can apply to have your group declared by filling in a form that can be downloaded from the VCGLR website www.vcglr.vic.gov.au.

Raffles can only be run by organisations that have been declared by the VCGLR. A declared organisation can hold a raffle without a minor gaming permit as long as the prize value is \$5,000 or less. For frequently asked questions about raffles, [click here](#).

Lucky envelope competitions are a form of pre-determined lottery and are also known as "bingo tickets", "pull tabs" or "break opens". You will need a minor gaming permit to hold these types of competitions. For frequently asked questions about lucky envelopes, click here – <http://www.vcglr.vic.gov.au/home/gambling/new+applicants/community+and+charitable+gaming/raffle+frequently+asked+questions>.

Fundraising events must be conducted by organisations that have been declared, and who hold a minor gaming permit for that event. For frequently asked questions about fundraising events, click here – <http://www.vcglr.vic.gov.au/home/gambling/new+applicants/community+and+charitable+gaming/fundraising+event+frequently+asked+questions>.

Raffles and competitions on social media

It's important to note that these permits also apply to competitions and raffles held on social media sites such as Facebook and Instagram, which also have their own rules and regulations in regards to this.

MARKETING AND PUBLICITY

No matter how amazing your event sounds on paper, it won't be a success if nobody knows about it. Marketing and publicising your event is crucial and something you need to consider during planning and budget development.

Marketing does not need to be costly as there are a range of free or low-cost methods you can use to spread the word. The most important thing to remember is to cover all bases – don't put all your eggs in one basket but use as many different methods as possible. It's also very important to cross-integrate, for instance, plug your Facebook page on any printed material, and make sure your Facebook page contains links to your website and vice versa.

Building a database of past and potential patrons is a great idea as this gives you a solid base from which to start publicity for your next event. You can send those on the database flyers, invite them to like your Facebook page, hold competitions and get them spreading the word to their friends and family as well.

When publicising and marketing your event make sure you have a consistent look across all platforms. If the budget allows, have a logo, poster and/or brochure designed to help with this but at least use the same colours, fonts and images to create a consistent image and allow the public to clearly identify the event through a quick visual scan. (You could ask a local designer to donate time as a sponsorship deal.) In business, this is called a "corporate image" or "branding" and it's a good idea to document this in your event management plan so others on the committee as well as any graphic designers and printers you use, have clear guidelines.

You should consider marketing and publicity costs when you are developing your event budget, taking into consideration graphic design, printing and placement.

We've listed some methods through which you can market and promote your event and we go into more detail about some of these below.

- ☐ Websites
- ☐ Flyers
- ☐ Posters
- ☐ Advertising
- ☐ Brochures
- ☐ Media coverage
- ☐ Social media – Google +, Twitter, Facebook, Instagram
- ☐ Giveaways – stickers, bookmarks, shopping bags
- ☐ Letterbox drops
- ☐ Signage and banners

Media coverage

Media coverage in newspapers and magazines and on TV and radio is one of the best ways to publicise your event. "Pitching" – persuading a journalist to cover your event – is free and easy to do but there are some important rules to remember.

Journalists are very busy people who are under pressure from constant deadlines, so make your pitch brief with maximum impact to capture attention. It doesn't matter how you do it – a press release, a phone call, a face-to-face meeting or an email – you should provide a "hook" that will get them interested and make them want to cover your event. But you need to communicate the hook in three seconds or you'll lose them.

Think about the media outlets you pitch to. There will be obvious links with your local press but do some research about publications and TV and radio shows that cover your event's theme and pitch to them too. For instance, you might want to talk to someone at music street magazine Beat for a live music event or you could phone travel show Postcards about a wine and food weekend. And don't forget your local community newsletters to reach the locals.

Some hints on what to use as a hook:

- **Quirk factor** – think of the most unusual or interesting aspect of your event and emphasise it. You might be holding a pig race or will have a chainsaw juggler and if you do, make sure the media know about it. Give journalists a copy of your program as they may see potential in something you might not have thought of.
- **Community benefit / interest** – is your event raising funds for a local charity? Is your event bringing a hugely popular act to the area? Will it bring thousands of people to the region? These are all things the media is interested in as they are of interest to their readers, viewers and listeners.
- **Photo / vision opportunities** – newspapers and TV are always looking for interesting ideas for photos or vision – their publication or broadcast depend on them – so think about aspects of your event that would make a fantastic photo or video. Think colour, movement and things that will grab attention. (Also see “A note on photographs” on the next page.)
- **Provide “good talent” for interviews** – ask your performers and acts when you book them if they can be available for media interviews and photos as this is a great way to publicise your event, especially if they are well known. Most performers are media savvy so know what to expect when dealing with the media. When providing committee members for interview, it's really important to allocate the job to someone who is articulate, confident and has the “gift of the gab” especially for radio and TV as it's their voice and face that will be broadcast. This is someone the media refer to as “good talent”.

Some tips for dealing with journalists:

- Never demand things or tell a journalist what to do. If you get a knock back, don't argue – just move on to the next media outlet.
- Don't expect coverage in exchange for free tickets to your event. Journalists adhere to a strict code of ethics that do not allow them to accept gifts.
- Don't expect editorial (journalist) coverage if you are paying for an advert with the same media outlet. The editorial and advertising sections are totally separate entities to keep the independence of the editorial section, so journalists won't be swayed by this.
- Don't forget about TV, radio and online media outlets, and don't forget to contact large state-wide and national outlets. You might think your event is a small one that no-one will be interested in but you never know your luck in a big city! Pitch to The Age, The Herald-Sun, lifestyle and travel TV shows, and radio show presenters. Pick your section, program or market though. There's probably no point pitching to Channel 7 News for instance as an event is not what a journalist in a city newsroom would call “hard news”.
- Act quickly when you receive a media request. You may get a few hours to organise people but sometimes you may only have a matter of minutes. You need to be organised and have people ready to be interviewed at any time of the day or night.
- You will usually talk to a chief of staff (head of a newspaper office) or a producer (the person who helps organise a TV or radio show) who will assess your story idea and then pass it on to a reporter or presenter for follow up.
- Don't phone journalists on their deadline – they will be flat out and won't have time to talk to you!

See Section 5 for a list of media outlets that cover the Pyrenees Shire area, and a guide to writing a press release.

Some tips on pitching to a journalist:

- Write a press release – see Section 5 for a guide.
- Email a photo and press release or some information on your hooks – see below for photo tips.
- Phone them directly.
- Meet with them.
- If you send an email, follow up with a phone call. When your inbox is as full as a journalist's, emails can easily be lost so make yours stand out from the crowd with a phone call.

A note on sending photos to the media:

- **Photos should be high resolution** – newspapers usually need photos of at least 1MB with 200DPI. DPI stands for “dots per inch” and refers to the quality of a digital photograph when printed. The higher the DPI the better quality it will be when printed. A photo that is pixellated has a low DPI.
- **Photos should be good quality** – instead of placing the subject in the centre, use the rule of thirds – check out this link for an explanation <http://digital-photography-school.com/rule-of-thirds>. Subjects should be framed well, in focus and in the front of the frame. Check objects behind people – you don’t want poles or trees growing out of their head.
- **Photos should have people, colour and interest** – a photo of someone handing over a cheque is pretty boring so think outside the square. If the money is being used to pay for a circus act, why not get the donator to pose as a clown instead?
- **Professional photographers** – if you are sending someone else’s photograph to the media, make sure you have his/her permission before doing so. This is especially important when using professional photographer’s work as you may breach copyright laws by giving them to a third party. When you book a photographer, check his/her terms and conditions as you’ll want to use the photos for publicity in coming years. Some professional photographers will ask for a photo credit if their work is printed in newspapers or marketing collateral, or used on websites. Some media outlets will agree to a photo credit, others won’t.

Websites

As internet use is the norm these days, it’s a great idea for your event to have a website or at least some form of online presence such as a Facebook page. Websites provide immediate information 24 hours a day, seven days a week, so it’s important to be on the web. Websites do not need to be expensive and you can create ones for free through services such as www.wix.com and www.wordpress.com. However, having your own domain name (which you don’t receive with free websites) adds to the professional image of your event.

If it’s within your budget, you should have a professional create one for you using your logo and other aspects of your event’s identity. Investing a little on a good website will allow you to develop it as your event grows. Adding functionality such as bookings and ticket purchase also decreases your committee’s administration tasks. The ongoing costs for a website include domain name renewal and annual hosting fees. If your website has a user-friendly Content Management System (CMS) you will save costs as you can update the site yourself.

Having detailed information that is clear and easily understood is important – it will mean you will receive fewer phone calls from people, which in turn means less administration for your committee.

Social media

Facebook, Instagram, Pinterest, Google+, Vimeo, LinkedIn, Reddit Twitter, YouTube – the list of social media sites and apps is growing every day. Social media is another fantastic way to get free publicity for your event and if you’re not using it, you should be! It’s not imperative to be across all these social media platforms but if you are, there are ways to easily manage them through programs such as Hootsuite.

Facebook is a quick and easy way to create an online hub for your event, especially if you don’t have a stand-alone website. If you don’t use Facebook, find someone on your committee who does – or one of their kids – to take on this role. And don’t forget to share the page with everyone and promote it on all your marketing collateral.

If you have video clips from past events, you could use sites like YouTube and Vimeo to promote the next one. Instagram is a photography app that is becoming more popular and can be used to share photos from past events to promote the upcoming one. To generate interest, you can hold competitions for free tickets – this gets people talking about and sharing your pages and spreads the word more widely. The power of Instagram and Twitter will be demonstrated at your event when patrons can share photos and comments on the day. Provide opportunities for people to comment or

upload pictures tagging your event at the same time. This helps create a buzz and people who miss out this year will be the first to book tickets for next year.

All these social media sites are free to use and only require a small amount of time and effort, but given their popularity you will get huge returns on your investment. Pyrenees Shire Council's Events Officer is also happy to help you with social media so don't hesitate to get in touch if you'd like some help in this area. There also plenty of online information as well as webinars and workshops available to help you learn more about social media.

Free event calendars

There are many local, state and national websites that list upcoming events for free. Some of them are listed below but you can also use your favourite search engine to find others within the realms of your event's theme. Your event will automatically be listed on the Pyrenees Shire Council corporate website, the Visit Pyrenees website, the EVENTful Facebook page and the Visit Victoria website once you lodge the Pyrenees Event Application Form with Council.

Pyrenees Shire Council

Corporate website – http://www.pyrenees.vic.gov.au/Tourism_Events/Events_Festivals/Add_an_Event

Facebook page – <http://www.facebook.com/visitpyrenees>

3BA radio community events calendar

<http://www.3ba.com.au/index.php/contact/contact-us/community-event-submission-form>

Victorian Government events app

<http://www.vic.gov.au/VicEvents.html>

Victorian Government events website

<http://www.vic.gov.au/calendar.html>

Tourism Victoria events calendar

<http://my.visitvictoria.com.au/register.asp>

My Community Connect

<http://www.mycommunityconnect.com.au/>

Events Victoria

<http://www.eventsvictoria.com/>

ABC Radio Ballarat

<http://www.2b.abc.net.au/EventCentral/View/Search.aspx?p=34&ci=0&pm=2&StateID=7&RegionID=5>

Advertising

You can negotiate advertising costs as part of sponsorship deals, especially if it's with your local media outlets – radio, TV and newspapers. Otherwise, you can place your own ads but bear in mind it can get expensive depending on where you advertise. Like all the marketing tools listed here, don't rely solely on print advertising to spread word about your event.

Other types of advertising include billboards, bus stops, buses and roadside signs. While some of this can be expensive, it is very effective.

Marketing collateral

Whether it's posters, invitations, flyers, flags, signs, programs or banners, marketing collateral is a great way to draw attention to your event as it can be created early and used as a constant reminder of your approaching event. Some of these items can be done cheaply but you can also negotiate these costs as part of a sponsorship deal.

Having signs made can be seen as an investment especially if you make the dates changeable so that you can use them in the future.

Flags, signs and banners erected near and around your event location in the months leading up to it are a great way to let people know that your event is coming up and where it's being held. Think about all the traffic that passes by your event site, and you may also want to erect signs on busier roads in the area. There are opportunities to install temporary signs and banners at the town entrances of Beaufort and Avoca – talk to the Events Officer for more information.

Professionally designed and printed collateral looks fantastic and will add to the professional look of your event. As mentioned previously, having a consistent brand or image will help the public easily identify your event and help them develop an attachment to it in the months leading up to the big day.

You can post and email invitations to politicians and dignitaries, and letterbox drop them around nearby towns. Ask local shops to display the posters in their windows, put them up on noticeboards, put smaller flyers for people to pick up at visitor information centres throughout your catchment area and further afield.

Email is a cheap and easy way to send out information so make sure you have your marketing collateral such as invites or flyers as an electronic file that is small enough to email. If you can't afford a graphic designer and/or printing costs, it's easy to create your own invitations, posters and flyers in Microsoft Publisher and print them on a home printer or at a printing centre.

Hints and tips for creating D.I.Y. marketing collateral:

- Avoid making the document too busy – too many photos and too much text confuses the eye and makes it hard to digest information. You can always direct people to your website or Facebook page for more information.
- Include a map if your location is hard to find or you're expecting people from out of town.
- Don't be afraid to use white space – it stands out and can be quite effective in drawing the eye. This is a D.I.Y. designer's secret to ensure material still looks professional.
- Proof read several times, then get a few other people to proof read – fresh eyes will often pick up spelling mistakes or important information you've forgotten to add.
- Double-check obvious things like dates and times.
- Use good quality images – nothing screams “backyard” more than poor quality photos. If you don't have any use a stock image library.

Word of mouth

We all know how powerful word-of-mouth can be in a regional community. Start talking about your event early, let your friends and family know, mention it to local business people and get your local clubs, groups and business organisations spreading the word too. Give these groups your flyers and invites to distribute to their members. Create a buzz and excitement about your event and other people will become excited too.



The Avoca Cup country race meeting is held in October every year at the Avoca Racecourse.



Light up Landsborough was held in December 2013 and is one of several Christmas events held across the Pyrenees.

SAFETY, RISK AND EMERGENCY MANAGEMENT

Risk and emergency management have become necessary parts of holding an event to ensure the safety of your patrons. There really are no ifs or buts in this area – with a large crowd gathering in a public space, it is imperative to identify the risks associated with your event and plan for an emergency in case it arises. Don't assume an emergency won't happen but plan just in case it does.

It's impossible that the improbable will never happen.

Emil Gumbel

Much of the paperwork you will need to complete and the regulations you need to adhere to relate to this area, and more information can be found in Section 3 of this guide. The information on the following pages gives you an overview of what you need to think about.

Risk assessment and emergency management often cause confusion and frustration when event organisers try to write the required documents, so the Council has developed risk and emergency management templates to make it easier for you (see Section 4). The Council's Events Officer is also here to help too so do not hesitate to get in touch if you have any concerns, questions or issues.

WHY DO YOU NEED TO THINK ABOUT RISK AND EMERGENCY MANAGEMENT?

As an event organiser, you are responsible for the safety of the people who attend your event. If something happens (an accident or incident, no matter how unlikely) and a person gets sick, or is injured or killed, you and your organising committee will be held responsible. This means you could be prosecuted by police or sued by the people affected, or you may have to pay fines or compensation.

To cover yourself, you need to have all the correct documents, permits, permissions, insurances and licences in place. These documents will ensure you will be able to prove that you did your best to mitigate risks and keep people at your event safe. The bottom line is this – are you willing to risk losing your house? You must document how you will protect your patrons, and you also need to protect yourself and your committee should you find yourselves standing before a judge.

Aside from the litigation aspect, providing a safe environment for your patrons is 100% necessary. No-one wants to see anyone become ill or be injured as a result of something that happened at your event.

THE COUNCIL'S ROLE IN EMERGENCY AND RISK MANAGEMENT FOR EVENTS

As the municipality in which your event is being held, Pyrenees Shire Council is responsible for ensuring your event complies with the rules and regulations that govern emergency and risk management set in place by the State and Federal Governments. This is because we too have a responsibility and obligation to protect the community.

It is important for you to liaise with Council's Events Officer so you know exactly what you need to do to meet all your statutory obligations and make your event as safe as possible. After ascertaining your event's particulars, the Events Officer will talk to the officers who work in this area and give you solid advice about how to proceed.

PUBLIC LIABILITY INSURANCE

Before holding an event, you must have public liability insurance in the legal name of your committee, club or organisation. Most public liability insurance is for \$10 million or \$20 million. You should never run an event without public liability insurance. It's important to note that insurance only covers you if you do the right things with risk and emergency management.

If your group already has public liability insurance, it is really important that you check with your insurer to make sure you are covered for the event, all the activities on your program and any volunteers you are using. If you don't have insurance you can obtain it through a community insurance provider (see Section 3 for more information), and if you are hiring a Council-owned facility you can purchase one-off community insurance for a small cost.

RISK ASSESSMENT AND MANAGEMENT PLAN

It is necessary for all events to identify the risks – the things that could go wrong at their event – and put in place actions and systems to try to address or mitigate them. This area is explained in more detail in Section 3, and risk assessment / management plan template is contained in Section 4.

EMERGENCY MANAGEMENT PLAN

An emergency management plan details what you and your committee will do if an emergency (fire, flood, medical emergency, lost child) happens at your event. It specifies what you will do in certain situations, and the people who will be responsible for specific actions. This area is explained in Section 3 and an emergency management plan template can be found in Section 4.

OTHER SAFETY ISSUES TO THINK ABOUT

Listed below are some other safety issues you will need to think about when running your event to help mitigate your risks, or provide emergency services with the information and access they need to do their jobs properly should they need to attend.

Security and crowd control

If your event has a large number of people attending and alcohol is being served, it's a very good idea to employ security officers to control any unruly crowd behaviour. This will usually be a permit condition for major events however if your event is small, there still may be situations in which you consider employing security officers. It is up to you and your committee to assess the risk of your event and make a decision in that respect but you can consult with the Events Officer if unsure.

It is recommended that when you seek a security quote you provide a written document detailing the requirements, responsibility and extent of authority of the security personnel to ensure that everyone is clear on procedures should an incident occur.

Notifying emergency services

You should let all local emergency services – Country Fire Authority, Victoria Police and Rural Ambulance Victoria – know your event is happening well before the date. You should provide date, time and location details as well as an overview of your event, key response agencies that will be on site, and provide your emergency management plan, key contact people and their contact details, and any other information they request. Notifying emergency services is important so they can be prepared in advance and are aware of important details should they need to respond to an emergency at your event. Not all events will require this, for instance if you're holding an art exhibition opening in the local hall. You can ask the Events Officer for guidance in this area but it will usually be pretty clear.

If you are holding a larger event and need to hire first aid services such as St John of God or any other specialised event first aid provider, it's important to contact them at least six months before your event to secure your booking.

Emergency services access

You will need to think about how emergency vehicles such as ambulances or police cars will gain access to your event site if they need to. This is especially important if you have a site that's fenced off or has a lot of obstacles such as tents, stalls, stages and seating. If you have a first aid post, you should place that close to the emergency access route for easy access.

Communicating in an emergency

If an emergency happens at your event, you and your committee need to communicate with each other and your patrons to relay important information. How you will do this is very important. Will you have two-way radios? Will you have a public address system? Will you use mobile phones to communicate with committee members and if so, is the mobile service coverage adequate at the site? You don't want communications methods failing in the event of an emergency so you need to think about this in the planning phase and include it in your emergency management plan.

If mobile coverage is an issue at your event site, Telstra may be able to help by erecting temporary phone towers, or even by changing the satellite settings for your event dates to point the "beam" closer. Contact Telstra for more information.

Incident reporting

It's important to make notes about any incidents – no matter how minor – that happen at your event so that you have a permanent record of what happened and to whom, what actions were taken and how the situation panned out. This is important so that you and your committee can work out what went wrong and how you can address similar situations at future events. It's also important in case the matter is taken further and you need to recall what happened. If the incident was not covered in your risk assessment, you can add it in next year's plan. You should keep all copies of incident reports in your files.

An incident report form template can be found in Section 4.

Total Fire Ban, Code Red days and fire permits

You may need a fire permit if your event is being held during the fire danger period, generally between October and April in Pyrenees Shire. (Check the exact dates with the Events Officer.) But even if you don't require a fire permit, you will need to think about what you will do if a Total Fire Ban or Code Red day is declared on the day of your event, and have a concrete plan in place in case it does. You can include these details in your emergency management plan. Will you move your event to lessen the risk to patrons, or cancel it altogether? Emergency services generally advise outdoor events be cancelled on Code Red or Total Fire Ban days but this will depend on the fire risks pertaining to your event.

More information on this issue can be found in Section 3.

Traffic management

Road / street closures

Temporary, part or full road closures are governed by State Government legislation that requires the event to have a comprehensive traffic management plan developed by a person qualified in this area. People who are qualified traffic controllers are also required to be on the ground at the event to implement the traffic management plan including installing road traffic signs and directing traffic.

Road/street closures requires Council approval that will not be issued without a traffic management plan and the employment of qualified traffic controllers. Event organisers also need to contact local businesses that may be affected by the road closure. If the road closure is on a main road such as a highway, permission must also be obtained from VicRoads before the closure will be allowed.

Other authorities that need to be advised of road closures are Victoria Police, Ambulance Victoria, the Country Fire Authority and the State Emergency Service as they will be impacted by road closures if they need to respond to emergencies on the day of your event.

As you can imagine, these regulations can add significantly to an event's costs so it's important for your committee to think seriously about whether you really do need to close a road for the event, and whether you have the budget to cover these costs.

Traffic impact

If your event will impact on traffic in any way, you may still need to develop a traffic management plan, have road signs in place and/or employ the services of a traffic management company – even if you aren't planning on closing roads. This will depend on things such as where your car parking is located and whether there will be cars lined up along a road to enter the event. The Events Officer will liaise with the Council's Engineering Department about your event's particulars to determine whether there are any requirements you will need to meet in this area.

Road use approval

If you are using any part of a road for an event – for instance, a road cycling race – you will need to seek permission from the responsible authority. The “responsible authority” is the body in charge of managing the road you wish to use and in Pyrenees Shire that will either be the Council or VicRoads. As a rule of thumb, highways are usually the jurisdiction of VicRoads and other arterial roads the responsibility of the Council but you can phone the Events Officer to find out for sure. Contact information for VicRoads is contained in Section 5.

Event signage

The installation of roadside signs without the permission of the responsible authority is illegal and means that signs installed can be removed. As mentioned above, you need to seek permission from the relevant body if you wish to erect signs alongside a road. The same principles apply regarding who you need to seek permission from.

Speed limits

The Council may require you to temporarily reduce speeds on roads or streets around your event site to make it safer for motorists. This may be necessary if, for instance, your site entrance is located on a road with a 100kmh speed limit. Temporarily decreasing the speed limit to 70kmh and alerting motorists to an “event ahead” will make it safer for everyone using that road during your event. If the Council requires a temporary speed reduction – or if you wish to do this anyway – you need to obtain a legal document called a Memorandum of Authorisation (MoA) from the Council. The MoA gives you permission to reduce speeds during the event and erect speed restriction signs on roadsides. As part of the MoA, you will be required to submit a map of where signs will be placed. The Events Officer will advise you if you need to obtain an MoA, and will help you develop the map as there are conditions on distances and the number of signs used.

LPGas cylinders

Gas bottle safety is an issue regulated by the Country Fire Authority and WorkSafe. Pressurised gas cylinders are often used at events for things like inflating helium balloons, carbonating drinks or providing fuel for cooking. If these gas cylinders aren't secured and safe, they can pose a significant safety risk. For example, if a gas cylinder falls over and the neck or valve is cracked, the uncontrolled release of gas can turn the cylinder into a projectile. Because of this danger, all portable gas cylinders must be secured both top and bottom by ropes or chains to a structural post, wall or similar anchor point.

All gas cylinders used at public events must comply with AS 1596-1989 and AG601-1995 and should be checked and approved by the Office of Gas Safety and Victorian WorkCover Authority prior to installation. The Code of Practice for the safe use of LPGas at Victorian events can be found in Section 5, and this includes who is responsible for gas bottle safety at an event. You can also click on this link <http://www.esv.vic.gov.au/For-Consumers/Gas-safety-in-your-business/Major-events-gas-safety> for more information regarding LPGas on the Energy Safe Victoria website.

It's important to note that anyone wanting to use a solid fuel fire or a fire fuelled by a gas cylinder on a day of total fire ban must obtain a permit from the Country Fire Authority.

WorkSafe Victoria has developed a document called “advice for managing major events safely”, which is contained in Section 5. While it talks about “major events” the information contained is relevant to events of all sizes.





PUBLIC HEALTH

Public health refers to areas such as toilets, food safety, first aid, alcohol consumption and waste management. These are important areas to think about as they are often the most common causes for issues at an event.

Give a man health and a course to steer, and he'll never stop to trouble about whether he's happy or not.

George Bernard Shaw

More detailed information about some of these topics is contained in Section 3.

FIRST AID

All events should have first aid care available with officers holding a minimum qualification of First Aid – Level 2, and a place to treat people if needed. Depending on the size of your event, you may only need to have qualified first aiders on site but large-scale events will need to provide a higher level of first aid care. This would include hiring an outside provider such as St John of God Ambulance, who can establish a first-aid room or post at your event and have medical professionals on standby at all times.

Details of your first aid officers and/or first aid provider should be included in your emergency management plan.

A guide on the number of first aiders and first aid posts you will need at your event is detailed below but this is a guide only. These numbers will depend on the size, scale and complexity of your event – determining the exact needs should be done in consultation with Ambulance Victoria and/or your first aid provider. These figures have been supplied by Ambulance Victoria and are considered “best practice”.

Patron numbers	First aiders	First aid posts
500	2	1
1,000	4	1
2,000	6	1
5,000	8	2
10,000	12	2
20,000	22+	4

If your event requires a fully equipped first aid room, it should have a floor on the ground (no steps to ensure easy access), chairs and tables, clear signs that can be seen at night, power and running water, adequate lighting and beds or stretchers. A first aid post can be a quiet area with first aid equipment, chairs and/or a stretcher where you are able to treat minor injuries such as cuts, bruises and scratches. This could, for instance, be located in your event coordination centre.

FOOD SAFETY

Most events have food stalls, and event organisers need to be aware of the health and safety issues associated with serving and selling food. The Council's Environmental Health Officer is heavily involved in this area so a call to the Events Officer will be able to clarify the requirements.

Temporary food vendors should be aware of their responsibilities under the legislation and will be registered through the State Government's Streatrader system, which streamlines the registration process for all levels of government. The Council's Environmental Health Officer will need to know certain details of each food provider you are using – their trading name, the proprietor's name, his/her contact details and the type of food the providers sells. This information is required well ahead of the event.

For more information visit <http://www.health.vic.gov.au/foodsafety/>.

A food vendor registration form template can be found in Section 4. Use this form to gather information if you are using registered food vendors at your event and submit it to Council.

ALCOHOL

If you are selling or giving away alcohol – either directly or as part of an inclusive charge – you will need a liquor licence. Event organisers need to arrange liquor licences through the Victorian Commission for Gambling and Liquor Regulation (VCGLR) www.vcglr.vic.gov.au and applications must be lodged at least eight weeks before the event. One-off or short-term events can apply for what is known as a “temporary limited licence”. The VCGLR will advise the Council that you have applied for a liquor licence but we may also ask you for a copy of it.

WASTE MANAGEMENT

It is important to think about the types – recycling, garbage, waste water – and amount of waste your event might generate, and how you will deal with it. Depending on the size of your event, you may need to employ a waste removal company to provide extra bins and remove the waste. Council’s Environmental Health Department may also require a waste management plan.

Pyrenees Shire Council encourages event organisers to hold a “waste wise event”, which is one that encourages recycling and other waste reduction systems and processes to avoid waste and litter where possible. The Council can help with this by providing recycling and rubbish bins through the Pyrenees waste trailer. Contact the Events Officer for more information.

The Sustainable Living Foundation has an excellent event planner that you can access at www.slf.org.au/eventplanner, and Sustainability Victoria’s Waste Wise Events Toolkit can be downloaded at [http://www.sustainability.vic.gov.au/resources/documents/WWE_Toolkit_\(Full_Version\).pdf](http://www.sustainability.vic.gov.au/resources/documents/WWE_Toolkit_(Full_Version).pdf). The Environment Protection Authority (EPA) ecological footprint calculator and Origin Energy’s sustainable event information will help you determine the environmental impact of your event. Use your favourite search engine to find these online.

If you put environmentally friendly waste systems in place, don’t forget to mention it in your marketing as it is an excellent way to promote your event.

TOILETS

While it’s not a pleasant topic to discuss, one of the most important considerations for an event organiser is the number of toilets you will provide. We all know what it’s like when there are not enough toilets – queues and lots of leg crossing. Not having enough toilets can lead to a lot of complaints, especially if you are holding a licenced event.

Under the Building Act 1993, 1% of toilets at an event must have disabled access. The tables on the next page outline how many toilets you will need to provide depending on estimated crowd numbers and whether alcohol is served or not. These numbers can include any public toilets located near your event site. To find the location of public toilets across Australia, visit www.toiletmap.gov.au.

If patrons at your event will be using Council-owned public toilets, you will need to let us know so that we can arrange for extra cleaning. Council can provide this service free of charge if your event only goes for a few hours or a day, but we may charge a fee if the event goes for longer.

While toilet hire companies supply toilet paper with their cubicles, it’s always a good idea to have extra on hand just in case. You should also check toilets regularly for general cleanliness.

Toilet requirements for events without alcohol:

Number of people	Males			Females	
	WC	Urinals	Basins	WC	Basins
Under 500	1	2	2	6	2
Under 1000	2	4	4	9	4
Under 2000	4	8	6	12	6
Under 3000	6	15	10	18	10
Under 4000	8	25	17	30	17

Toilet requirements for events with alcohol:

Number of people	Males			Females	
	WC	Urinal	Basins	WC	Basins
Under 500	3	8	2	13	2
Under 1000	5	10	4	16	4
Under 2000	9	15	7	18	7
Under 3000	10	20	14	22	14
Under 5000	12	30	20	40	20

SHELTER AND FREE DRINKING WATER

If you have a larger event, it is a requirement that you provide free drinking water for patrons. If you do this, make sure you note the water stations on your site map and put up clear on-site signage so people can find it. You could seek sponsorship from your local water authority and ask them to supply drinking water for patrons.

If your event is outdoors you'll need to think about providing shelter for patrons in case it is very hot and sunny, cold, windy or wet if you don't have a contingency plan for an alternate venue.

NOISE LEVELS

Noise pollution is the most common complaint made against events. Events can cause noise levels much higher than usually experienced so you need to think about how you will deal with this, even if high noise levels are unavoidable such as with a rock concert. Noise from generators, amplifiers, crowds, machinery, performances and other noisy activities can all combine to create a high level of noise that will impact on your event site neighbours. It's important for you to notify your site neighbours well before the event.

If your event is going to create noise levels above a reasonable level, you may need a permit from the Environment Protection Authority (EPA). Visit <http://www.epa.vic.gov.au/your-environment/noise> or phone the EPA on 1300 372 842.

The EPA's website states that the authority enforces the State Environment Protection Policy (Control of Music Noise from Public Premises) No. N-2 for large outdoor music events. This policy and other

regulations can be viewed by visiting this website <http://www.epa.vic.gov.au/about-us/legislation/noise-legislation>.

Below is a comparison table that gives you an idea about noise levels as measured in decibels.

Weakest sound heard	0dB
Whisper in a quiet library at 2m	30dB
Normal conversation at 1m	60-65dB
Telephone dial tone	80dB
City traffic (inside car)	85dB
Train whistle at 500', truck traffic	90dB
Jackhammer at 150m	95dB
Subway train at 60m	95dB
<i>Level at which sustained exposure may result in hearing loss.</i>	<i>90 - 95dB</i>
Hand drill	98dB
Power mower at 1m	107dB
Snowmobile, motorcycle	100dB
Power saw at 1m	110dB
Sandblasting, loud rock concert	115dB
<i>Pain begins.</i>	<i>125dB</i>
Pneumatic riveter at 1.5m	125dB
<i>Even short term exposure can cause permanent damage – loudest recommended exposure <u>with</u> hearing protection.</i>	<i>140dB</i>
Jet engine at 30m	140dB
12 gauge shotgun blast	165dB
<i>Death of hearing tissue</i>	180dB
Loudest sound possible	194dB



One of the many restored steam engines that were on display at the 102nd Lake Goldsmith Steam Rally in November 2013.



The Tribal Sisters belly dancers, who were some of the entertainment at the Moonambel Fireworks – Party in the Pyrenees 2013.

STAFF AND VOLUNTEERS

There are many things to think about when you employ people to work at your event. For a community event, you will have lots of volunteers helping you and they should be treated just the same as you would a paid staff member.

Here's to all volunteers, those dedicated people who believe in all work and no pay.

Robert Orben

TRAINING AND INSTRUCTION

Training and instructing the people who will be working at your event is very important so that everyone knows exactly what they are doing and so that roles and responsibilities are clear. Things you should cover with all volunteers and any paid staff include:

- Site familiarisation – all volunteers and staff should have a copy of the site plan and you should conduct a site walk-through before the event begins so everyone knows where exits, facilities, first aid and the like are located.
- Information about the event – operation times, expected patrons, program of activities.
- What to do in an emergency – everyone should have a copy of your emergency management plan and know what to do in an emergency.
- Communications procedures and use of equipment – how your staff will communicate with each other in the event of an emergency, and how to use things like fire extinguishers and hoses.
- First aid responsibilities – who is responsible for administering first aid and what to do if a patron needs help.
- Information about their role – you can write a short position description that includes the tasks it will involve, the hours to be worked, break times and rewards and recognition. This doesn't need to be complicated but it's a good idea so everyone is clear about the role and its responsibilities.

You should also keep a register of the training and instruction you undertake, with all staff and volunteers signing off against their name to confirm they attended. A register of the qualifications of staff and volunteers who will be carrying out specific tasks – especially if technical – should also be kept.

USING VOLUNTEERS

If you are a small, community event, no doubt you will be using volunteers to help you on the day. Even though volunteers are giving up their time to help you for free, you still have responsibilities to them – you are still legally classed as their employer.

The first thing you should do is check that your public liability insurance covers any volunteers you are using. You should ask your provider if your insurance covers your volunteers for personal accidents and if they are covered while engaging in an activity that is directly or indirectly associated with (or conducted on behalf of) the event organiser or organising committee.

Some insurance companies will require volunteers to be registered with the event organiser to ensure they are covered by the policy but regardless of this, you should have a roster and a sign in / sign out form on the day so that you know which volunteers worked and when.

In some cases, volunteers will be employed for technical or specific tasks that require a qualification. This might include traffic marshals who will need a traffic controller's qualification, or safety officers (a requirement of the POPE permit) who must have completed safety officer training. It's important for you to check these qualifications before using the volunteer to do these types of jobs. Visit www.volunteeringaustralia.org for more detailed information about working with volunteers.

A sample volunteer registration form and a sign in / sign out sheet template can be found in Section 4.

WORKING WITH CHILDREN CHECK

It is very important to check your legal responsibilities when employing staff or volunteers in relation to working with children and police checks.

In 2006, the State Government introduced a minimum check standard across Victoria to help protect children under 18 from physical or sexual harm. The Working with Children check is mandatory when working in certain child-related positions such as childcare but it is also required for those working with children in other ways for instance, volunteering to run children's activities at an event or festival.

According to the Department of Justice's website, your volunteers and staff will need to apply for a WWC check if they meet all these four criteria:

1. You are engaged in child-related work as:
 - an employee or,
 - a self-employed person or an independent contractor or,
 - a volunteer or,
 - a supervisor of child employees or,
 - part of practical training through an educational or vocational course or,
 - unpaid community work under a court order or,
 - a minister of religion or performing duties of a religious vocation or,
 - an officer of a body corporate or,
 - a member of a committee of management of an unincorporated body or,
 - a member of a partnership.
2. Your contact with a child is with any of the occupational categories listed in the Act. Occupational categories are not titles of people's jobs but broad descriptions of services or places where people work with or care for children. See [Occupational categories](http://www.workingwithchildren.vic.gov.au/home/about+the+check/who+needs+a+check/occupational+fields/occupational+fields) included in the Act (visit <http://www.workingwithchildren.vic.gov.au/home/about+the+check/who+needs+a+check/occupational+fields/occupational+fields> for a list) .
3. Your work involves regular direct contact with a child, who is under 18 years of age.
 - Regular contact is contact that is not incidental to but normally part of providing a service or activity for children
 - Direct contact with a child involves physical contact, talking face to face or within eyeshot when providing a service or activity for children.
4. Your work is not directly supervised.

There are exemptions to the need for a working with children check but it is important that you talk to the Department of Justice to ensure you and your staff/volunteers are complying with the legislation. Visit the department's website at <http://www.workingwithchildren.vic.gov.au/>.

POLICE CHECK

Your volunteers / staff may also require a police check before performing duties at your event. For more information phone Victoria Police's Public Enquiry Service on 1300 881 596 or email publicenquiry@police.vic.gov.au. You can also visit http://www.police.vic.gov.au/content.asp?Document_ID=274 for more information.



The Avoca Wine Festival is held in April in Avoca each year.



The Pyrenees Petanque Club holds tournaments twice a year in Avoca.

POST-EVENT EVALUATION

We all know things never go 100% to plan and it will be the same with your event. The important thing is recognising what went wrong so that you can change things for next time.

Evaluating your event after the fact is crucial in assessing how your processes and planning worked, and ensuring the things that need to be changed are changed so that it doesn't happen again.

It's also incredibly valuable to evaluate what went right as you can learn a lot about your strengths as an organising group, keep some things exactly the same and tweak other things for next time.

The definition of stupidity is doing the same thing over and over again and expecting different results.

Albert Einstein

EVENT FEEDBACK

It's really important to gain feedback from the people you are holding the event for – your audience and patrons. A good way to do this is to develop an event survey that you can ask your patrons to complete either while they are at the event or as they are leaving. You could also send it out via email after the event if you have a good database of attendees, but sometimes it's easier to collect answers at the event when things are fresh in people's minds. Have volunteers wandering around the site and filling in the forms while talking to patrons is an excellent way to gain feedback as you can often garner more information if you speak to a person face-to-face.

There are a number of free online survey programs you can use to capture people's views, and offering a prize – tickets to next year's event for instance – can often help improve response rates.

A survey is also a great way to profile your attendees and gather names and contact details for your database. You will need to obtain the person's permission to keep their personal details on your database, and you can do that with one sentence and a tick box where people can opt out of receiving marketing material. For example, "I do not wish to receive marketing material about the Landsborough Festival in future."

A good survey should not just ask "yes/no" questions – you also want to know why they feel that way as this is where you will gain the most important information.

For example:

Did you enjoy the Landsborough festival? Yes No (please circle)

could be changed to two questions:

What did you enjoy most about the Landsborough Festival and why?

What did you enjoy least about the Landsborough Festival and why?

Apart from your patrons, you should also ask the organising committee, staff and volunteers for their feedback on how the event ran, what went wrong and what went right.

EVENT DEBRIEF MEETING

A “debrief” is a meeting where event participants – performers, vendors, stall holders, security, exhibitors, staff/volunteers etc. – have a chance to chat about and report to event organisers on how they feel the event went, and recommend and suggest things for improvement.

To prepare for the debrief, you could ask all your stakeholders to think about:

- Things that went well in the area they worked in.
- Things that went wrong in their area and suggestions for improvement.
- Recommendations for their specific area.
- Recommendations for the overall event.

EVENT EVALUATION REPORT

An event evaluation report will be important if you have received grant funding or obtained sponsorships for the event as it will give these bodies an idea of the event’s success and the value-for-money they got for their investment.

You might want to write an event evaluation report even if you were a small event and didn’t have sponsors or grant funding. It will really help you pinpoint how things went and what you can do to improve your event next time around. The report will provide the basis for planning for future years either for yourself or for others in you are handing the event over to new committee members.

An event evaluation report should include topics such as:

- Event aims and objectives – were these met and to what extent?
- Successful and unsuccessful aspects of the event.
- Demographics of attendees and patron numbers.
- Survey results.
- Sponsorship and grant acknowledgements – how this was done.
- Photographs and press clippings.
- Financial statements with comparisons to last year’s event to show progress.
- The event program and promotional material.
- Future direction – what will you change or implement next time?

RECOGNISING SPONSORS, PARTNERS AND VOLUNTEERS

Recognising sponsors, partners, volunteers and anyone else involved is important as they have all contributed to your event’s success. This might be something as simple as a certificate of thanks or an advert in the local paper thanking sponsors for their support, but for volunteers you could consider giving gifts or free tickets to your next event to recognise their hard work.

A media release is also a good way to recognise those that helped with your event. In the media release you could cover how the event went, how many people came (both local and from other areas), and how you believe the event contributed to the community, as well as acknowledging sponsor and volunteers.

Giving the general community an overview of how your event went will give locals a good reason to support it again next year as they can see what it brought to the area – people and an economic gain for local businesses.

EVENT APPLICATION FORM

THE NEXT STEP IN THE EVENT PLANNING PHASE

Once you have completed your planning and have concrete arrangements for your event in place, the next step is to fill in the Pyrenees Event Application Form and submit it to Council.

The Event Application Form is the starting point for an event organiser's interaction with Council. The form allows Council officers to assess the particulars of your event and advise you of the permits, permissions and paperwork you will need to complete or submit in order to hold your event.

This is also why we ask you to email us a photo from a previous event.

The Event Application Form also gives the Council the correct information about your event so it can help market and promote it. The Council advises event organisers to lodge this form at least six months before a small event and at least 12 months before a major event.

Submitting the Event Application Form does not necessarily mean that you will need to obtain every single permit mentioned in this guide – in fact, it will ensure you are not burdened with unnecessary paperwork. It's important to keep in mind that if your event is small and uncomplicated, there may only be a few minor forms and templates you need to fill in to meet your obligations.

As stated throughout this guide, if you don't meet your legal obligations and something goes wrong at your event, you may find your organising committee is unprotected.

So, if you're done planning, please complete the Event Application Form and lodge it with Council.

The Event Application Form can be found in Section 4 and on the EVENTsense CD.



SECTION 3

PERMITS, PERMISSIONS AND PAPERWORK

Complying with rules and regulations when organising your event is crucial, not only for the safety of your patrons but also for the protection of you and your organising committee.

Permits, permissions and paperwork are necessary because no-one wants to see a temporary structure fall on people, or for your patrons to get food poisoning or be injured in any way. While it might seem like a whole lot of red tape, there are very real risks involved in running an event. The legislation is in place to ensure both the people who attend are safe and those who run the event are protected as much as possible from liability.

All events – no matter how small – will require some paperwork to be completed. While this process might seem onerous, confusing and perhaps unnecessary, this section of the guide aims to explain why the permits and paperwork is in place and help make the process as simple as possible.

WHY IS EVENT COMPLIANCE PAPERWORK NEEDED?

There are a number of acts and laws that cover the management and operation of public events, and all Councils – not just Pyrenees – is responsible for ensuring many of these requirements are met when an event is held within its municipal boundaries.

These acts and laws are administered by a number of different authorities including the Council, the Building Authority, the Victorian Commission for Gambling and Liquor Regulation, Victoria Police, VicRoads, the Department of Sustainability and Environment, Parks Victoria, WorkSafe, the Country Fire Authority and Rural Ambulance Victoria.

The acts, laws and requirements that cover events aim to provide a safe and enjoyable environment for the people who attend. They also aim to ensure you – as the committee or individuals who run the event – are not put at undue risk of litigation if something goes wrong.

The laws and acts might not seem practical at the time you are filling in the forms, but they aim to make your event successful and enjoyable, which is why you are holding it in the first place. The Council can help you through this necessary process and, hopefully, make it as easy as possible.

Keep in mind that you might not have to do much at all – it really depends on the particulars of your event, which is why we ask you to complete the Event Application Form as a starting point.

WHERE DO I START?

Reading this guide is the starting point for you as an event organiser, so you're already half-way there. After that, you should complete Pyrenees Shire Council's Event Application Form (contained in Section 4) as soon as possible and submit it to Council. The Events Officer will then assess your event in conjunction with other Council staff and let you know what you need to do.

WHERE CAN I GET HELP WITH MY PAPERWORK?

Pyrenees Shire Council's Events Officer is here to help you ensure your event meets all its legal obligations. The Events Officer is happy to help with advice and support, and best of all, this service is free.

Contact the Events Officer via:

Phone – (03) 5349 1100

Email – events@pyrenees.vic.gov.au

TIPS TO MAKE THE COMPLIANCE PROCESS EASIER

Give yourself plenty of time

Not only will it take you time to complete permit application forms and obtain the supporting documentation, it will also take time for your application to be processed by the relevant authority, whether it's the Council or the Victorian Commission for Gambling and Liquor Regulation. All permits must be in place before your event is held so it is recommended you start planning and applying for permits at least six months before a small event (up to 500 attendees), and at least 12 months before a major or large-scale event.

Use the checklists in this guide

The checklists in this guide are designed to make it easier for you to get a handle on what you do – and don't! – need to do permit wise. They also allow you to pick and choose the information you read in this section. There is also the "my event documents" form in the wallet at the end of this section to allow you to keep track of what you have to do to hold your event.

Use the document wallet to collate your paperwork

A document wallet has been included at the back of this Section 3 for you to collate the documents and paperwork you will need to submit to Council. Make sure you keep copies of everything for your own records.

Contact the Events Officer

The Events Officer is here to help make your life easier so if you have any questions at all – big or small – do not hesitate to get in touch. See contact details above.

THE NEXT STEP

This next part of Section 3 includes more detailed information on the permits, permissions and paperwork you may need before holding your event. It includes a lot of information, some of which you won't need to read, so we have developed the checklist on the following two pages so you can sort the wheat from the chaff.

We encourage you to complete the checklist next because unless you have a particularly large and complex event, you won't need to read everything in this section.

DOCUMENT CHECK LISTS

ESSENTIAL REQUIREMENTS

The documents in the first table below must be completed for you to hold a safe, protected and legal event. These should all be lodged with the Council. You can find more information relating to each item number on the following pages.

Item No.	Have you?	Tick			Read more on page/s:
		Y	N	In progress	
1.	Completed and lodged the Event Application Form?				2, 19 & 45
Item No.	Do you have?	Y	N	Awaiting / in progress	Read more on page/s:
2.	Public liability insurance of \$10 million or \$20 million?				21-22 & 45
3.	A risk assessment and management plan?				22 & 46
4.	An emergency management plan?				22 & 46
5.	A site plan including emergency exits, evacuation points, toilets, water, fire extinguishers and/or hose reels?				13 & 47

EVENT-SPECIFIC REQUIREMENTS

This next checklist aims to give you a sound idea of the permits, permissions and paperwork you will need depending on the specifics of your event. **But please note** – you may be required to obtain other permits depending on your event's particulars as determined by the details you provide. The Events Officer will notify you if this is the case. You can find more information relating to each item number on the following pages.

Tick			Item No.	If yes, you will need:	Read more on page/s:
Will your event:	N	Y			
Have marquees, tents or booths with a floor area of more than 100m ² ?			6.	A Place of Public Entertainment (POPE) permit and all its requirements, including qualified safety officers.	10 & 47-48
Have seating stands for more than 20 people?			6.	A Place of Public Entertainment (POPE) permit and all its requirements, including qualified safety officers.	10 & 47-48
Have stages or platforms (including sky boarders and stage wings) exceeding 150m ² in floor area?			6.	A Place of Public Entertainment (POPE) permit and all its requirements, including qualified safety officers.	10 & 47-48
Have prefabricated buildings exceeding 100m ² other than ones placed directly on the ground?			6.	A Place of Public Entertainment (POPE) permit and all its requirements, including qualified safety officers.	10 & 47-48

Tick

Will your event:	N	Y	If yes, you will need:	Read more on page/s:
Attract large patron numbers?			7. A fully equipped first aid room. 8. Free drinking water.	27 & 48 29 & 48
Be open to the public?			8. Free drinking water.	29 & 48
Disrupt traffic or require street / road closures?			9. Approval from the Council and/or VicRoads. 10. A traffic management plan and the employment of a traffic management company.	23-24 & 49 23-24 & 49
Use a road for activities ie/ cycling road race?			11. Approval from the Council and/or VicRoads.	24 & 49
Include alcohol?			12. A liquor licence from the Victorian Commission for Gambling and Liquor Regulation. 13. A crowd control plan and officers if patron numbers are large.	28 & 50 22 & 50-51
Include food?			14. Adherence to all food safety standards.	27-28 & 51
Include fireworks, pyrotechnics and/or fire?			15. Use a registered pyrotechnician with the appropriate licences and permits. 15. To notify the Country Fire Authority and the Council.	12 & 51-52 12 & 51-52
Include amusement rides and/or carnival equipment?			15. To use registered operators who are properly trained and licensed. 15. To ensure barriers are erected and space is left around the ride.	12 & 51-52 12 & 51-52
Be held during the fire danger period, generally from November to April each year?			16. You may require a fire permit.	23 & 52
Need signage outside the event site?			17. Approval from the Council and/or VicRoads.	24 & 52
Need to change speed limits for safety around the event site?			18. A Memorandum of Authorisation from the Council and/or VicRoads.	24 & 53
Generate rubbish and/or waste water?			19. A waste management plan.	28 & 53
Involve camping?			20. A planning permit if the land is privately owned.	10 & 53-54
Be held on private property?			21. A planning permit if the use of the land is contrary to its zoning.	10 & 53-54
Have live or recorded music?			22. An APRA/AMCOS licence.	14 & 54
Have raffles, lucky envelope competitions or fundraising activities?			22. A minor gaming permit from the Victorian Commission for Gambling and Liquor Regulation.	14-15 & 54

ESSENTIAL REQUIREMENTS EXPLAINED

1. EVENT APPLICATION FORM

Why?

The Event Application Form is the starting point for an event organiser's interaction with Council. The form allows the Council to assess the particulars of your event and then let you know the permits, permissions and paperwork you will need to complete to hold your event. The form also gives the Council the information it will need to help promote and market your event. This is also why we ask you to email us a photo from a previous event.

Submitting the Event Application Form does not necessarily mean that you have to obtain every single permit mentioned in this section – in fact, it will ensure you are not burdened with unnecessary paperwork. However, as stated in previous sections, if you don't meet your legal obligations and something goes wrong at your event, you may find your organising committee is exposed to litigation. Keep in mind that if your event is small, there may only be a few minor forms and templates you need to fill in to meet these obligations.

More information – page 2 in Section 1 and page 19 in Section 2. The Event Application Form can be found in Section 4 and on the EVENTsense CD.

What you need to do:

- Complete the Event Application Form and lodge it with Council at least six months before a small event and at least 12 months before a major event.

2. PUBLIC LIABILITY INSURANCE

Why?

Public liability insurance covers you and your organising group or committee for losses or damage a third party suffers as a result of your activities.

All events must be covered by public liability insurance of at least \$10 million. This should be in the legal name of the committee or group that is organising the event, and will ensure you and your organising committee are covered should anything go wrong.

More information – page 21 in Section 2.

What you need to do:

- If your group doesn't already have it, obtain public liability insurance for \$10 million or \$20 million. If you need to purchase insurance visit the Community Insurance Service website at <http://www.localcommunityinsurance.com.au/>.
- Ask your insurer to provide you with a certificate of currency, a document that proves your insurance is current and will be at the time of the event.
- Submit your certificate of currency to the Council.
- If you are hiring a Council-owned building for your event and don't have public liability insurance, purchase one-off cover through the Council.

3. RISK ASSESSMENT AND MANAGEMENT PLAN

Why?

Identifying the possible risks to your patrons and putting in place actions or systems to address or mitigate them is an extremely important part of organising an event. It is not enough to have these noted down somewhere or in someone's head – a formal document is required so that you have an official record of the steps you took to mitigate risks.

If your event is a small one that does not require a POPE or planning permit, Council cannot compel you to complete and lodge this plan. **However** we can't stress enough how important it is for you to have a risk assessment and management plan anyway – you simply do not want to be without one if you find yourself standing before a judge. We have developed a template to make it easier for you to write this plan. Complete the template, provide copies to your committee and staff/volunteers, emergency services and the Council, and keep the original in your files.

More information – page 22 in Section 2. A risk assessment and management template can be found in Section 4 and on the EVENTsense CD, and this includes a sample form to show how to complete it.

What you need to do:

- Develop your own risk assessment and management plan using the template in Section 5.
- Give copies to your committee, staff/volunteers, and if required, emergency services and anyone else who asks. Keep the original for your records.
- Submit your risk assessment and management plan to the Council.

4. EMERGENCY MANAGEMENT PLAN

Why?

An emergency management plan details what you and your committee will do should an emergency (fire, flood, medical emergency, emergency evacuation, lost child) occur at your event. It specifies what you will do in certain situations, and the people who will be responsible for specific actions. This ensures that there is an immediate and efficient reaction to an emergency, and ensures your staff and volunteers know exactly what to do in what may be a chaotic environment.

We have stated this already but the same applies to the emergency management plan – if your event is a small one that does not require a POPE or planning permit, Council cannot compel you to complete and lodge this plan. **However** we can't stress enough how important it is for you to have an emergency management plan – again, you simply do not want to be without one if you find yourself standing before a judge. We have developed a template to make it easier for you to develop this plan. Complete the template, provide copies to your committee and staff/volunteers, and the Council, and keep the original in your files.

More information – page 22 in Section 2. An emergency management plan template can be found in Section 4 and on the EVENTsense CD.

What you need to do:

- Develop your own emergency management plan using the template in Section 5.
- Give copies to your committee, staff/volunteers, and if required, emergency services and anyone else who asks. Keep the original for your records.
- Submit your risk assessment and management plan to the Council.

5. SITE PLAN

Why?

Event site plans are important as they ensure everyone involved in your event – staff, volunteers, management, patrons, performers, participants, delivery drivers, emergency services etc. – know exactly where everything is located on site. It is especially important for emergency management as a site plan will note where emergency exits, emergency services entry and egress, the location of the first-aid room and where fire-fighting equipment are located.

More information – page 13 in Section 2. A sample site plan can be found in Section 4 and on the EVENTsense CD.

What you need to do:

- Develop a site plan specific to your event and its location.
- Submit the site plan to Council and any other authority that asks for it.

EVENT-SPECIFIC REQUIREMENTS EXPLAINED

6. PLACE OF PUBLIC ENTERTAINMENT (POPE) PERMIT

Why?

A Place of Public Entertainment (POPE) permit may be required for an event at a site that is intended to be used as a “place of public entertainment” but is not officially classed as one, as defined by the Building Act 1993. This applies to buildings, open space and temporary structures such as marquees and stages greater than 100m², and seating stands for more than 20 people.

POPEs are required to be issued in certain circumstances such as if a building has an area greater than 500m². It also applies to stages/platforms exceeding 150m² in floor area and prefabricated buildings exceeding 100m² other than ones placed directly on the ground.

A POPE will also be required if:

- The event attracts more than 5,000 people.
- The event is for profit.
- If the building you are using is more than 500m².
- If you are using temporary structures over 100m².

Changes to the POPE legislation in mid-2013 have meant that some community events are exempt from this requirement. If your event is not-for-profit, your group/organising committee is a community group, and your event will attract less than 5,000 people, a POPE may not be required for certain events.

However, the Council’s Municipal Building Surveyor must assess your event and is the one who will make the final decision on whether your event requires a POPE or not.

The need for a POPE permit automatically triggers a range of requirements including (but not limited to) having qualified safety officers at your event and providing documentation such as an emergency management plan, event management plan and an insurance certificate of currency. If your event does require a POPE, the Events Officer will tell you what you need to provide in this respect. It is a good idea to establish this requirement early so that you have enough time to meet the conditions. If you require a POPE and you don’t obtain one, there could be legal implications for you and your organising committee especially if something goes wrong at your event.

More information – page 12 in Section 2. A POPE application form can be found in Section 4 and on the EVENTsense CD.

What you need to do:

- Talk to the Events Officer as soon as possible so that the Municipal Building Surveyor can make a decision on whether you need a POPE or not.
- If you are advised that you do require a POPE, complete the POPE application form in Section 4 and lodge it with any supporting documentation required.
- Once your POPE application has been assessed, supply further information if required.

7. FIRST AID ROOM

Why?

All events are required to have first aid care available, whether in the form of qualified first aid officers or through a fully equipped first aid provider. You should also have a place to treat people if required but if your event will attract more than 5,000 people, you should have a fully equipped first aid room.

More information – page 20 in Section 2.

What you need to do:

- Determine your required level of first aid care through your risk assessment process.
- Provide details of the first aid care in your emergency management plan, as outlined in the template in Section 4.
- If your first aid care is in the form of qualified volunteers or staff members, ensure you have a suitable location at your event to treat minor injuries if needed.

8. FREE DRINKING WATER

Why?

The provision of free drinking water at events attracting large numbers is a legislative requirement, but it is also an important aspect of responsible service of alcohol principles. Water slows down the rate of intoxication and provides an alternative to alcohol. However you must supply free drinking water even if you don't have alcohol at your event as it ensures patrons remain hydrated especially in warmer weather.

You can supply free water by purchasing it and giving it away or through on-site taps that have a potable water supply. Event organisers can also hire drinking water trailers and other receptacles – use your favourite search engine to look for suppliers. Make sure your water stations are clearly signed so patrons can find them easily.

More information – page 29 in Section 2.

What you need to do:

- Ensure there is an adequate amount of potable water for drinking purposes at your event.

9. ROAD CLOSURE APPROVAL

Why?

Depending on the road or street you wish to close for your event, you will need an approval letter from VicRoads or Council. VicRoads is responsible for managing main roads such as highways, and Council for arterial roads and streets but the Events Officer will be able to tell you which body manages the road you wish to close.

Neither Council nor VicRoads will issue a road closure permit without event organisers providing a comprehensive traffic management plan developed by a qualified person/company, and event organisers also employing the services of qualified traffic management staff to manage the closure on the day of the event. This can add significantly to your event costs so it's important to decide whether the road closure you are planning is necessary.

More information – pages 23-24 in Section 2.

What you need to do:

- Talk to the Council's Events Officer as soon as possible to find out how to apply for road closure approval, and what you will need to do to meet the requirements.

10. TRAFFIC MANAGEMENT PLAN

Why?

Your event must have a traffic management plan if it will significantly disrupt traffic (for instance, with or cars slowing and turning into your site or lines of traffic queuing for entry), or if you are planning to close a road or street (as mentioned above). A traffic management plan needs to be prepared by a suitably qualified person or company for it to be acceptable to authorities, and it needs to be implemented by people qualified in traffic management.

You should talk to the Events Officer if you think you need a traffic management plan as there could be other requirements you need to meet.

More information – pages 23-24 in Section 2.

What you need to do:

- If you think your event will significantly disrupt traffic, talk to the Events Officer for advice as soon as possible.
- If you want to close a road or street for your event, talk to the Events Officer for advice as soon as possible.

11. ROAD-USE APPROVAL

Why?

A road use permit is needed if you are going to conduct activities on a roadway, for instance, a road cycling race. You will need to talk to VicRoads for any major roads such as highways, and the Council for arterial roads or town streets.

If the road is managed by Council, we will issue approval to use the road in the form of a letter from our Engineering Department.

Pyrenees Shire Council will issue a road use permit as long as:

- The event is covered by public liability insurance of \$10 million minimum.
- Victoria Police consent has been obtained for the event.
- Department of Environment and Primary Industries is notified if you are using forest roads.
- Road signage is approved by the Council and is set out in accordance to Australian Standard AS 1742.2-2009 Manual of uniform traffic control devices – traffic control devices for general use.
- All sites are left in a clean and tidy state at the conclusion of the event.
- A Memorandum of Authorisation is obtained, if required, for signage, pursuant to the Road Management Act 2004 Code of Practice, Worksite Safety – Traffic Management.
- A copy of your traffic management plan is supplied.

More information – pages 23-24 in Section 2.

What you have to do:

- Apply to Council for approval to use the road. There is no application form but you need to put your request in writing and include:
 - The road/street name and location – include a map.
 - Details of your event including dates, times and what the road/street will be used for.
 - Your insurance certificate of currency.
 - Your traffic management plan.
- Await further instruction from the Events Officer in regards to signage approval and any other documents that may be required.

12. LIQUOR LICENCE

Why?

If you are selling or giving away alcohol at your event you will require a liquor license from the Victorian Commission for Gambling and Liquor Regulation (VCGLR). Visit www.vcglr.vic.gov.au for details of how to apply for a liquor licence.

More information – page 28 in Section 2.

What you have to do:

- Apply for a liquor license through the VCGLR at least eight weeks before your event.
- Supply a copy of the liquor licence to the Council if requested.

13. CROWD CONTROL PLAN AND SECURITY OFFICERS

Why?

If your event is running for more than one day, includes alcohol and will attract large numbers of people, it is strongly recommended that you mitigate risks in this area by employing a security firm to manage crowd control. If you do, a crowd control plan will probably be necessary as a way to ensure security officers are fully versed on the requirements of their roles, and the procedures that should be followed if an incident occurs. If you do need to employ a security company, they will be able to guide and advise you regarding the plan. Otherwise you can contact the Council's Events Officer.

More information – page 22 in Section 2.

What you have to do:

- Using your risk assessment, decide whether you require security at your event.

- If you do, develop a crowd control plan.
- Lodge the plan with Council and other authorities if requested.

14. FOOD SAFETY

Why?

The Food Act contains a range of requirements for the safe handling and preparation of food, including that conducted by community groups and at events. These laws are in place to ensure food is prepared and handled in clean and hygienic conditions, that food at the event is safe and free from contamination, and that food handlers are aware of food safety practices.

As food safety has become common practice, most service organisations and community groups know their obligations under the Food Act and are qualified in food handling, but if you are not and need more information, please contact the Events Officer.

Food vendors must be registered through the Streatrader system, which Council's Environmental Health Officer has access to. You will need to provide details of the vendors you are using to the Environmental Health Officer in order to ensure Councils knows that all vendors are registered.

For more information about food safety visit the Department of Health's website at www.health.vic.gov.au. There is specific information for community groups on this web page <http://www.health.vic.gov.au/foodsafety/home/community.htm>.

More information – pages 27-28 in Section 2. A food vendor registration form template can be found in Section 4 and on the EVENTsense CD.

What you have to do:

- If you, as the event organiser/s, will be handling and preparing food yourselves, ensure everyone has the correct qualifications and permits. Speak to the Events Officer for more information.
- If you are using food vendors, provide their details (trading name, contact name, phone number and type of food sold) to the Events Officer.

15. FIREWORKS AND AMUSEMENT RIDES

Why?

If you use licenced and registered pyrotechnicians and amusement ride operators, they should have all their permits and licences in order but as the organiser responsible for safety of your event, you should check these to ensure they are current. Ask for copies of their required documents (listed below) and submit them to Council as we also need copies to allow a fireworks display to go ahead.

The Victorian WorkCover Authority assesses the experience and qualifications of pyrotechnicians before approving them to operate and conduct fireworks. People who do not hold a licence can apply for a single-use permit through the Victorian WorkCover Authority.

Amusement ride proprietors are required by law to ensure the equipment is safe and without risks to health, that operators are trained and licenced, and that the equipment is regularly inspected and maintained.

What you need to do:

Fireworks:

- Ensure the fireworks are carried out by a licenced pyrotechnician – ask for copies of their WorkCover licence and all other relevant permits they hold.

- Obtain a copy of the pyrotechnician's notification to WorkSafe of their "intention to discharge fireworks" notification. This is the responsibility of the pyrotechnician but you should ensure that it has been done. They are also required to submit this to the Council well before the event.
- Ensure the local Country Fire Authority brigade is aware of the details of your fireworks display – dates, times and locations.
- Ensure you will have enough fire fighting equipment on site at the time of the event to handle an emergency if it arises.

Amusement rides:

- Ensure the operator you hire is licenced and has conducted regular maintenance on their equipment. Ask to see their maintenance log books and to provide copies of their licenses and permits.
- Ensure that when set up, the rides have adequate barriers and space around them to protect the public.

16. FIRE PERMIT

Why?

If your event falls within the fire danger period you may need a fire permit. Generally, the fire danger period runs from November to April in Pyrenees Shire Council but you will need to check with the Events Officer as these dates change each year.

A fire permit is issued by the Council's Municipal Fire Prevention Officer and may be triggered if you are having fireworks, bonfires or gas bottles at your event. The Country Fire Authority may also have conditions that you will need to comply with depending on the specifics of your event.

What you need to do:

- Check with the Events Officer to see whether you will require a fire permit.

17. SIGNAGE APPROVAL

Why?

If you want to erect event promotional signs on roadways you will need approval from either the Council or VicRoads, depending on the road. Check with the Events Officer to find out who manages the road you want to erect signs on. The Events Officer can also tell you what Council's requirements are for event signage on roadsides.

VicRoads has specific requirements for signs so it is best to check with them before having your signs made. You can phone VicRoads on 13 11 71 or visit <http://www.vicroads.vic.gov.au/Home/Moreinfoandservices/RoadManagementAndDesign/DesignStandardsManualsNotes/StandardDrawingsForRoadSigns.htm> to find out more.

More information – pages 23-24 in Section 2.

What you have to do:

- Decide where you wish to place event signage and ring the Events Officer to find out who manages the road you want to erect them on and apply to the relevant authority for permission to do so.

18. SPEED LIMIT MEMORANDUM OF AUTHORISATION

Why?

The Council may require you to temporarily reduce speeds on roads or streets around your event site to make it safer for motorists. This may be necessary if, for instance, your site entrance is located on a road with a 100kmh speed limit. Temporarily decreasing the speed limit to 70kmh and alerting motorists to an “event ahead” will make it safer for everyone using that road during your event. If the Council requires a temporary speed reduction – or if you wish to do this anyway – you need to obtain a legal document called a Memorandum of Authorisation (MoA) from the Council. The MoA gives you permission to reduce speeds during the event and erect speed restriction signs on roadsides. As part of the MoA, you will be required to submit a map of where signs will be placed. The Events Officer will advise you if you need to obtain an MoA, and will help you develop the map as there are conditions on distances and the number of signs used.

More information – pages 23-24 in Section 2.

What you have to do:

- If you wish to – or are required to – temporarily reduce speed limits on roads or streets around your event site, speak to the Events Officer about obtaining a Memorandum of Authorisation.

19. WASTE MANAGEMENT PLAN

Why?

Depending on the length and size of your event and the activities planned, you may need a waste management plan to deal with public health issues associated with waste (garbage, recycling, waste water, sewerage) collection and disposal. You will be notified by the Council if you are required to provide a waste management plan and the Events Officer will provide you with examples and more detailed information about what your plan should contain.

When estimating how much waste your event will create and planning for this, you should consider:

- Food waste – this has the potential to attract pests and animals and cause odours. This waste needs to be stored appropriately.
- Back-of-house waste – packaging from food and other vendors.
- Patron waste – an adequate number of bins need to be provided around your event site.
- First aid posts – you may need biohazard waste removal but accredited first aid providers will remove their own waste.
- Needle and syringe disposal – you may have patrons (ie/ diabetics) who need to safely dispose of syringes, and while it is illegal, drug use at events should be considered and planned for.

More information – page 28 in Section 2.

What you have to do:

- Estimate the amount of waste you think your event will create and talk to the Events Officer.
- Develop a waste management plan if required.

20. PLANNING PERMIT

Why?

Your event may require a planning permit if it is being held on privately owned land and/or it involves camping. Events held on designated public recreation areas/buildings, or in areas such as state parks, do not generally require a planning permit provided the consent and any necessary approvals are obtained from the agency or group that manages the land.

If you are holding an event on private land, you should speak to the Events Officer as soon as possible to ascertain whether you need a planning permit. As planning permit applications need to be advertised and referred to other agencies, your application should be lodged at least six months before a small event and 10-12 months before a major event.

If you do need a planning permit, you will need to apply on the Council's application form (you can find one in Section 5). The Events Officer will help you to work your way through the application process in conjunction with the Council's Town Planner.

More information – page 13 in Section 2. A planning permit application form can be found in Section 4 and on the EVENTsense CD.

What you have to do:

- Speak to the Events Officer if your event is being held on private land or involves camping.
- If required to obtain a planning permit, complete and lodge the planning permit application form with the fee specified and any supporting documentation.

21. APRA/AMCOS LICENCE

Why?

If you are playing recorded or live music at your event you will probably need a licence from the Australasian Performing Rights Association and/or the Australasian Mechanical Copyright Owners Society (APRA/AMCOS). This is because the copyright to the music you play remains with the creator of the works, and you need to pay that person for the right to use it.

APRA/AMCOS have a range of licences available depending on your requirements, including licences for music used at events. More information can be found at <http://www.apra-amcos.com.au/MusicConsumers/Findalicensetosuityourneeds/Performplaymusicatanevent.aspx>. You can phone APRA/AMCOS on 1300 852 388 or email them at licence@apra.com.au.

More information – page 14 in Section 2.

What you have to do:

- If you are having music at your event, contact APRA/AMCOS to discuss your licence needs.

22. MINOR GAMING PERMIT

Why?

If you are conducting a raffle, lucky envelope competition or fundraising event, you may need a minor gaming permit from the Victorian Commission for Gambling and Liquor Regulation (VCGLR). To run these types of activities, an organisation must be declared a community or charitable organisation by the VCGLR. An organisation is "declared" when the VCGLR has assessed and approved it to be a community or charitable organisation.

More information – pages 14-15 in Section 2.

What you have to do:

- If you are holding a raffle, lucky envelope competition or fundraiser, contact the Victorian Commission for Gambling and Liquor Regulation and apply for a minor gaming permit.