

Events Policy

Adopted by Council 11 June 2019



**MORNINGTON
PENINSULA**
Shire

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1 Introduction

The Mornington Peninsula Shire (Council) fulfils an events leadership and coordination role, handling over 300 applications annually and facilitating a diverse range of events, festivals and community activities (events) which deliver the municipality vitality, prosperity and growth.

The Events Policy (Policy) will guide decision making in the operational functions of the organisation (Shire).

1.1 Events Vision and Mission

The Mornington Peninsula Shire is a proactive and innovative facilitator of events. We encourage and create safe, equitable, accessible, healthy and sustainable opportunities and outcomes for our community, our residents, our local businesses and visitors to the Peninsula.

Council recognises that events play an important role in contributing to the achievement of wide-ranging community outcomes and strategic objectives and initiatives of Council, including:

Our Peninsula 2021 (Council Plan 2017-2021):

- *To value, protect and improve the unique characteristics and way of life on our peninsula - "Valuing our unique peninsula".*

Our Place:

- *Inclusive, functional and accessible places.*
- *Protection and enhancement of the unique natural and built characteristics of the Mornington Peninsula:*
 - *We create thriving, accessible and inclusive places to live, work and visit.*
 - *Our stewardship and advocacy protects and enhances the Mornington Peninsula's biodiversity and coastal experience.*

Our Connectivity

- *A connected and mobile community:*
 - *Our advocacy and communications leads to improved mobility and connectivity accessible to all within the Mornington Peninsula.*

Our Prosperity:

- *The Mornington Peninsula economy is sustainable, diverse and successful.*
- *A year-round visitor economy that is dispersed throughout the Mornington Peninsula.*
- *Support our visitor economy to enhance shoulder season and off-peak visitor experiences that are dispersed throughout the region:*
 - *Make considerations for health and wellbeing in planning for events, festivals and celebrations (e.g. healthy food options, opportunities for active play).*
- *Support the Mornington Peninsula Regional Tourism Board to promote the region as a year-round destination for all.*

- *Increase industry participation in the business conferencing and events sector.*
- *Implementing and supporting key tourism focused campaigns and events.*

Our Wellbeing:

- *A healthy, happy, inclusive and active community:*
 - *A self-determined, engaged and inclusive community is accessible to all residents.*
 - *Facilitate and promote cultural connection and participation.*
- *Older people feel valued and are supported:*
 - *Participate in and promote relevant events, awareness days and campaigns.*
 - *Ensure consideration for the needs of older people in the development and delivery of programs and events.*
- *Identify, support and develop major events within the municipality to raise awareness for health and wellbeing issues.*
- *Participate in and promote local, regional, state-wide and national networks, events and campaigns.*

2 Purpose

The purpose of this Policy is to provide:

- a transparent strategic and procedural framework to effectively attract, manage, support, fund and/or facilitate the delivery of events within the Mornington Peninsula Shire; and
- clarity in the roles and responsibilities of Council and Shire staff and stakeholders involved in events (including event applicants/organisers).

3 Objectives

The objectives of this Policy include to:

- contribute to the achievement of Council's Events Vision and Mission;
- ensure there is a consistent, accountable and transparent approach in the administration of events; and
- support and guide Council in ongoing decision making and in the fulfilment of statutory obligations and operational responsibilities, requirements and processes.

4 Owner

The owner of the Policy is Council.

Enquiries regarding the Policy should be directed to the Executive Manager, Communications and Events.

The Communications and Events team will implement the Policy.

5 Scope

5.1 Inclusions

This Policy applies to all events held on Council owned and/or managed land within the Mornington Peninsula Shire's boundaries which require either Council's approval, formal notification or a permit to conduct an event.

The range of events held on Council land may include those either managed, supported, funded and/or subsidised by Council or those facilitated by external community groups or private event applicants; or commercial entities.

All staff, contractors and volunteers employed or engaged by Council must comply with this Policy.

5.2 Exclusions

Council may determine from time to time that certain events within geographical locations or certain times of the year will not be permitted.

These are the current areas where events may not be permitted to take place under this policy:

- on all sporting grounds except for long-term established Shire supported events i.e. Red Hill Show; Rye Gift, Somerville Carols and Somerville Family Day;
- along Esplanade between Bruce Road, Safety Beach and Main Street, Mornington; and
- on New Year's Eve on Council owned and/or managed land.

Events held on Private Land are subject to assessment under the Mornington Peninsula Planning Scheme.

Events held within the confines of a Mornington Peninsula Shire owned hall are subject to the Halls Policy.

5.3 Disclaimers

Council and/or the Shire may determine from time to time that:

- a quota system for a maximum number of events may be imposed where the number of events in a specified location and/or time of year will adversely impact the following: residents; community infrastructure; overall access; and amenity to the environment;
- If an event does not obtain the required Traffic Management approvals prior to the event, the event will not be approved; and
- an event is not suitable for conduct and/or may not be approved if it does not comply or align with statutory, corporate, operational and/or community service or regulatory obligations and requirements.

6 Definitions

Terms	Definitions
Bond	A monetary deposit applied to event fees and charges to cover material damage to Council or Community amenities, infrastructure and property
Council	The Mornington Peninsula Shire elected 11 representatives from six wards
Council Land	Land, buildings and facilities which are owned, occupied or vested in the Council or in respect of which the Council has the care and management and to which the public has access whether an entry fee is paid or not. It includes a public place
Event	A planned activity that occurs on Council Land that is open and advertised to the general public and may require the public to purchase tickets to attend (e.g. but not limited to: concerts, festivals, entertainment, street stalls, community gatherings, etc.)
Event Applicant	The person applying for an event permit who is responsible for the overall management of an event (may also be the elected representative of an organising committee) and is the key contact for the Shire
Event Fees and Charges	The costs of applying for an event permit within the Mornington Peninsula Shire based on the adopted fees and charges set by Council as part of the annual budget process recognising the difference between event applicants
Event Notification	A written notification provided by an event applicant to the Shire, other agencies and key stakeholders for an event to be held on private land or a private venue
Event Permit	Written permission or authorisation granted by Council under Local Laws and Regulations for events on Council Land
Event Types	Events covered under this Policy are categorised under the following event types: <ul style="list-style-type: none"> • Civic and Ceremonial events • Community and Cultural events • Major and Icon events • Fundraising and Charity events • Private events • Shire managed events
Private Land	Land that is not owned or managed by the Mornington Peninsula Shire
Public Liability Insurance	A policy taken out by an event applicant to cover for any liability, loss, cost (including fees, costs, charges and expenses for legal and other advisers on a full indemnity basis), damage, charge, penalty, fine, outgoing or

Terms	Definitions
	payment, however arising and present or future, fixed or unascertained, actual or contingent
Public Open Space	Crown Land and Council Owned Land that is managed by the Mornington Peninsula Shire and includes reserves, parks and foreshores, roads and footpaths
Risk Classifications (Events)	<p>Low-impact event:</p> <ul style="list-style-type: none"> • An event which has a minimal impact on the community or surrounding residents, community infrastructure, environment, access and amenity <p>Medium-impact event:</p> <ul style="list-style-type: none"> • An event which has a moderate impact on the community or surrounding residents, community infrastructure, environment, access and amenity including minor local road closures <p>High-impact event:</p> <ul style="list-style-type: none"> • An event which has a significant impact on the community or surrounding residents, community infrastructure, environment, access and amenity including major road closures
Shire	Mornington Peninsula Shire and where consistent with the context, includes Council's officers and employees headed by the Chief Executive Officer

7 Policy

7.1 Strategic Alignment

This Policy is informed by and aligns with all relevant Council plans, strategies, policies and guidelines, including:

- Our Peninsula Council Plan 2017-2021;
- Access and Equity Policy March 2016;
- Arts and Cultural Strategy 2012/13–2014/15 ‘A Creative Peninsula’;
- Climate Change Carbon Neutral October 2016;
- Climate Change Community Engagement Strategy;
- Community Facility (Halls) Usage Policy July 2018;
- Disability Inclusion Plan 2018-2022;
- Domestic Animal Management Plan 2017-2021;
- Economic Development Strategy 2016-2019;
- Food Safety Management Policy 2013;
- Grants Policy 2014;
- Healthy Food and Drink Policy 2019;
- Mornington Peninsula Regional Tourism Board Strategic Plan 2012;
- MPS Municipal Fire Management Plan;
- MPS Municipal Waste and Resource Recovery Service Strategy 2015;
- Municipal Emergency Management Plan May 2018;
- Municipal Public Health and Wellbeing Plan 2017-2021;
- Open Space Strategy June 2003;
- Positive Ageing Strategy 2013-2018;
- Reconciliation Policy and Action Plan 2016-2018;
- Risk Management Framework 2017;
- Signage Policy 2012;
- Sustainable Transport Strategy 2015-2020; and
- Australia’s Strategy for Protecting Crowded Places from Terrorism 2017 (Australian Government).

7.2 Key Principles

Council’s strategic themes (i.e. *Our Place/Our Connectivity/Our Prosperity/Our Wellbeing*) and community outcomes (i.e. *Engagement/Participation/Communication/Partnership*) guide all Council programs, functions and activities.

Through the facilitation and support of events, Council is committed to aligning the key principles within the Council Plan to achieve a range of objectives and outcomes, including:

- **Community and Culture:**
 - creating community vitality and empowerment through civic, recreational, artistic, creative and cultural events, festivals and celebrations;

- attracting, promoting and/or supporting events which showcase the Mornington Peninsula's diversity and profile;
 - creating health and wellbeing opportunities and active participation for all members of the community;
 - encouraging and supporting a diverse program and mix of one-off emerging, recurring and traditional events organised by community, commercial and private groups and entities that are scheduled across the Mornington Peninsula and calendar year; and
 - encouraging and supporting events that are responsive to changing community needs and expectations.
- **Economic:**
 - encouraging and/or supporting events that contribute to the Mornington Peninsula's prosperity through the creation of economic development, tourism, local business and innovation initiatives and investment opportunities;
 - supporting the conduct of events through the provision of funding and/or subsidies for community groups and not-for-profit entities;
 - supporting events that promote the Mornington Peninsula through positive awareness raising and publicity generation and that contribute to return visitations; and
 - encouraging and/or supporting events that are sustainable and provide value and positive outcomes for Council as well as for event applicants.
 - **Social:**
 - encouraging and/or supporting events that are open and inclusive of all people, recognising cultural diversity;
 - creating fundraising and awareness generating opportunities for local and key issues;
 - providing accessible and equitable lifestyle opportunities and entertainment experiences for all members of the community including through affordable events and activities;
 - ensuring events are conducted safely and within a safe environment; and
 - providing opportunities to inform and educate the community on key social and community issues.
 - **Environmental:**
 - encouraging and/or supporting events that will not negatively impact the amenity of the region's natural and built environment;
 - limiting the impacts of events on roads, reserves, parks and foreshores and other public areas;
 - ensuring events are conducted sustainably with no detrimental impact to the environment or amenity of an area or location; and
 - ensuring events comply with all relevant safety and emergency regulations and local laws.

7.3 Council Supported Events

Events supported by Council are identified within the following six (6) event types:

- Civic and Ceremonial events;
- Community and Cultural events;
- Major and Icon events;
- Fundraising and Charity events;
- Private events; and
- Shire managed events.

7.3.1 Event Type 1: Civic and Ceremonial Events

Civic and Ceremonial events that contribute to civic pride and duty and people's sense of self, place and community and may include local, state, national and/or international sponsored campaigns or activities.

Civic and Ceremonial events include:

- Citizenship ceremonies;
- Community and civic awards and recognition;
- Days of significance;
- Official openings, launches and receptions; and
- Visiting delegations and dignitaries.

Council encourages civic and ceremonial events where there is broad community significance, involvement and benefit.

7.3.2 Event Type 2: Community and Cultural Events

Community events contribute to social sustainability, capacity strengthening and building and community education and participation.

Community and Cultural events include:

- public events conducted by not-for-profit organisations or entities that bring together the community to celebrate occasions, achievements, values and traditions; and
- public events covering arts, cultural and creative activities including music, theatre, dance, performance and exhibitions.

Council encourages events whose primary focus is on social sustainability and community building activities, strengthening community networks and encouraging community engagement, education and participation.

7.3.3 Event Type 3: Major and Icon Events

Major and Icon events contribute to economic sustainability and prosperity through local economic development, tourism and innovation.

Major and Icon events include:

- public events that have a major impact on community amenity and generate significant social, community or economic impacts; and
- attract large numbers of people and generate significant publicity outside the Mornington Peninsula.

Council encourages Major and Icon events that contribute to local economic sustainability and tourism and align to the Mornington Peninsula's Tourism and Economic Development plans and strategies.

7.3.4 Event Type 4: Fundraising and Charity Events

Fundraising and Charity events raise funds for charitable and not-for-profit agencies, institutions or operations or for service clubs where the funds are re-invested in the local community.

Fundraising and charity events include:

- public events that promote or increase awareness of a cause.

Council encourages events where the majority of funds are reinvested into the local community or the awareness campaign is targeted to an issue relevant to the local community.

7.3.5 Event Type 5: Private Events

Privately run not-for-profit events by individuals or groups that may include ceremonies (e.g. funerals, weddings, commitments, christenings and naming ceremonies and related photography/filming etc.), birthday celebrations, school sports days and/or picnics and commercial filming on Council owned land (including the use of drones and/or other audio/visual recording technologies).

Council encourages private events that are conducted sustainably with no detrimental impact to the environment or amenity of an area or location.

7.3.6 Event Type 6: Shire Managed Events

Shire managed events are those facilitated or conducted on Council Land by staff, contractors or volunteers employed or engaged by Council where the event is attended by members of the community, residents or visitors to the Mornington Peninsula (e.g. community development or economic development and tourism programs or activities, etc.).

7.4 Decision Making Framework

The framework provides Council staff and stakeholders with clear and equitable guidelines and criteria to facilitate sound and transparent decision making in the assessment of events.

7.4.1 Assessment and Approval Criteria

Events will be assessed by the Shire against the following criteria:

- (a) **Strategic and community outcomes alignment:**
- (i) The event is represented in one of Council's supported event types;
 - (ii) Community outcomes are identified for the event and are consistent with Council's key strategies, objectives and principles (*i.e. Our Peninsula's strategic themes and Events Policy principles*); and
 - (iii) Economic development outcomes are demonstrable (*i.e. creation of economic development, tourism, local business and innovation initiatives and investment opportunities*).

(b) **Sustainability and community impacts:**

- (i) The level of community impact of the event is identified and able to be mitigated (e.g. environment; infrastructure; access; amenity, etc.);
- (ii) The event can be accommodated in the identified venue facility, site or public open space and in the allocated season (high or low); and
- (iii) The event is validated with the community via a community consultation process facilitated by the event applicant (for high-impact events only).

(c) **Regulatory and operational compliance:**

- (i) The event will meet all identified and required conditions under applicable permits and local laws (e.g. Health, Property, Planning, Traffic, etc.);
- (ii) All application requirements are met and relevant documentation provided (where applicable), including the following:
 - Event Overview;
 - A response to how the event meets the four Key Principles (Community and Culture, Economic, Social and Environmental) of this Policy;
 - Payment of the prescribed event application fee and bond (once event approval is granted);
 - Alcohol Management Plan;
 - Community Consultation plan/strategy (for High-impact events only);
 - Contingency Plan;
 - Detailed List of Food Vendors;
 - Detailed List of Liquor Vendors;
 - Disability Access Plan
 - Emergency Management Plan;
 - Emergency Services Notification;
 - Fireworks Notification;
 - First Aid Plan;
 - Noise Management Plan/Acoustic Engineers Report;
 - Public Liability Insurance (Certificate of Currency);
 - Risk Management Plan/Risk and Safety Management Assessment;
 - Security Management Plan;
 - Site Accessibility;
 - Site Plan;
 - Stakeholder Approval – Parks Victoria;
 - Traffic Management Plan/Parking Plan; and
 - Waste Management Plan.

(d) **Risk impact and safety assessment:**

The event will be classified by the Shire to determine its overall risk and impact on the broader community, its residents and visitors; allocating one of the following risk classifications:

- (i) **Low-impact event – Shire approval:**
- Has a minimal impact on the community or surrounding residents, community infrastructure, environment, access and amenity; and
 - The event includes one (1) or more of the following:
 - o Food: the event includes the serving and selling of food and/or external food vendors;
 - o Amplification: the event includes amplified music or announcements; and
 - o Minor infrastructure: the total space of temporary structures does not exceed 100m².
 - An event applicant must submit an event application six (6) months prior to the intended event.
- (ii) **Medium-impact event – Shire approval:**
- Has a moderate impact on the community or surrounding residents, community infrastructure, environment, access and amenity; and
 - The event includes one (1) or more of the following:
 - o Impact to Traffic/Roads: the event will cause disruption to normal traffic on the road and will require traffic management, including, but not limited to, reduced speed limits, variable message signs, and/or partial or full road closures; and
 - o Liquor: liquor is sold and/or to be consumed as part of the event.
 - An event applicant must submit an event application six (6) months prior to the intended event.
- (iii) **High-impact event – Council approval:**
- Has a significant impact on the community or surrounding residents, community infrastructure, environment, access and amenity; and
 - The event includes one (1) or more of the following:
 - o High risk activities: the event includes, e.g. motor cycle stunts, street parade, major road cycling, use of road for non-vehicle activity etc.;
 - o Impact to Traffic/Roads: the event will cause disruption to normal traffic on the road and will require traffic management, including, but not limited to, reduced speed limits, variable message signs, and/or partial or full road closures
 - o Liquor: liquor is sold and/or to be consumed as part of the event;
 - o Amusements: the event includes multiple mechanical amusement rides; and
 - o Fireworks: the event includes indoor and/or outdoor pyrotechnics display).
 - An event applicant must submit an event application twelve (12) months prior to the intended event.

Event applications submitted outside these timeframes will be considered on a case by case basis.

7.4.2 Pricing Guidelines

The following methodology for the formulation of event application fees and charges will apply based on event type:

- Community and Cultural Events (Type 2); and
- Fundraising and Charity Events (Type 4).

Community and Cultural Events (Type 2) Fundraising and Charity Events (Type 4)
<u>All Year</u> 1 January – 31 December
(i) Low impact event: - \$160 application fee (ii) Medium impact event: - \$350 application fee (iii) High impact event: - \$500 application fee - \$2,500 Bond

- Major and Icon Events (Type 3).

Major and Icon Events (Type 3)	
<u>Low season</u> 1 May – 30 September	<u>High season (+75%)</u> 1 October – 30 April
(i) Low impact event: - \$500 application fee (ii) Medium impact event: - \$750 application fee (iii) High impact event: - \$1,000 application fee - \$2,500 Bond	(i) Low impact event: - \$875 application fee (ii) Medium impact event: - \$1,300 application fee (iii) High impact event: - \$1,750 application fee - \$2,500 Bond

- Private Events (Type 5)

Private Events (Type 5)	
<u>Low season</u> 1 May – 30 September	<u>High season (+50%)</u> 1 October – 30 April
(i) Low impact event: - \$160 application fee (ii) Medium impact event: - \$200 application fee (iii) High impact event: - \$250 application fee (iv) Weddings: - \$250 application fee (v) Commercial filming: - \$225 application fee	(i) Low impact event: - \$240 application fee (ii) Medium impact event: - \$300 application fee (iii) High impact event: - \$375 application fee (iv) Weddings: - \$375 application fee (v) Commercial filming: - \$335 application fee

(a) **Exceptions and Exclusions:**

The Council and/or Shire may in its discretion, provide concessional rates or subsidise event application fees and charges in line with its event sponsorship and funding guidelines.

The following events are excluded from the payment of event application fees and charges:

- Civic and Ceremonial Events (Type 1);
- Shire Managed Events (Type 6);
- Funerals;
- Ceremonies (e.g. including commitments; christenings; naming, etc.) and related photography/filming;
- Birthday celebrations;
- School sports days;
- Picnics;
- Filming (by Students);
- Door Knocks; and
- Street Stalls.

(b) **Indexation**

Event application fees and charges are subject to Consumer Price Index increases and will be reviewed by Council annually in line with its fees and charges process.

Fees and charges will be published on the Shire's website.

(c) **Combined Event Types:**

Where an event comprises more than one type, for example, a combined Community and Cultural Event (Type 2) and Major and Icon Event (Type 3) the applicable event application fees and charges will be determined based on the scope and extent of each event and the higher fee is payable.

Council will use its discretion in these cases and seek to ensure that event organisers pay the most equitable rates.

7.4.3 Event Sponsorship and Funding Guidelines

Council approves an allocation of funding for the purposes of providing sponsorship and/or subsidised support for events under its Event Funding Program every three (3) years.

All event sponsorship and funding applications and requests will be reviewed against the following criteria:

(a) **Eligibility:**

- (i) The event applicant and/or committee must complete an event application form;
- (ii) The event must be capable of meeting all assessment and approval criteria in line with this Policy;
- (iii) The funding or sponsorship support request must not be for:
 - The reimbursement of funds already spent;
 - General fundraising activities;

- For-profit only events or activities;
 - Those duplicating existing Council events;
 - Capital expenditure;
 - Purchase of major equipment or material goods;
 - Travel;
 - Programs or services provided by Council; and
 - Events that contravene any of Council's policies or operating guidelines or requirements.
- (iv) The event applicant or committee must be able to demonstrate event management capability and experience and sound financial stability and viability (including effective management structures and systems to support financial and accounting requirements).
- (v) The event applicant or committee must complete an application as a minimum the following:
- Core aim and objective/s of the event and identified community segments or markets being targeted;
 - A response to how the event meets the four Key Principles (Community and Culture, Economic, Social and Environmental) of this Policy;
 - Budget;
 - Marketing and promotional strategy; and
 - Proposed strategy to reduce the reliance on Council's future funding/sponsorship support.
- (b) **Available funding:**
- (i) The total dollar value amount requested for funding and support is not automatically guaranteed for approval.
- (ii) The level of funding and sponsorship approved for allocation will be determined based on:
- The event's community value and contribution; and
 - Funding availability for the remaining financial period/year.
- (iii) The term of funding and support will be determined based on:
- The event's community value and contribution;
 - The scale of the event; and
 - Positive and successful event outcomes arising from previous Council funded and supported events.
- (c) **Funding Value Assessment:**
- The event will be classified by the Shire to determine its overall funding value and impact to the broader community, its residents and visitors; allocating one of the following classifications:
- (i) **Low value.**
 - (ii) **Medium value.**
 - (iii) **High value.**

7.5 Key Shire Functions

The Communications and Events team will fulfil the following key functions, activities and responsibilities to support the events program area of Council:

- **Assessments and Approvals:**
 - providing information and support on regulatory and compliance requirements and processes;
 - assessing applications including identifying the event's risk classification;
 - assessing and issuing event permits;
 - facilitating event approvals; and
 - maintaining an event management system.
- **Information and Advice:**
 - providing event applicants with information, advice and resources to support the completion of their applications for assessment and approval;
 - facilitating community engagement and event educational forums to raise awareness and build capacity; and
 - development of guidance documentation and information resources.
- **Funding and Sponsorship Support:**
 - administration of Council's Triennial Funding, Australia Day and Anzac Day programs;
 - assessing applications including identifying the event's value classification (i.e. Low-Medium-High); and
 - facilitating application approvals.
- **Marketing and Communications:**
 - coordination of Council's community events "What's On" calendar, signs and resources;
 - development of marketing and communication documentation and resources; and
 - promotion and attraction of events.
- **Facilitation, Production and Coordination:**
 - supporting the management and/or delivery of approved events including Australia Day, Anzac Day and New Year's Eve; and
 - supporting event applicants in the conduct of approved events.
- **Shire Coordination and Support:**
 - Triennial Funding Program; and
 - Events Governance Group.

8 Procedure

The procedure provides an overarching framework of roles and responsibilities to guide the Council's regulatory and administrative functions and activities.

Further detailed procedures, protocols, guidelines and instructions will inform daily operations.

All staff, contractors and volunteers employed or engaged by Council are obliged to comply with this procedure including internal departmental events where there is a public component or impact.

8.1 Events on Council Land

Council staff and stakeholders across multiple departments and teams are involved in the assessment and administration of events held on Council Land and private land through the management of compliance against Commonwealth and State Acts and regulations and local laws, including but not limited to:

- *Building Act 1993;*
- *Environment Protection Act 2017;*
- *General Purposes Local Law 2012;*
- *Mornington Peninsula Planning Scheme;*
- *Planning and Environment Act 1987;*
- *Public Health and Wellbeing Act 2008;*
- *Road Safety Act 1986;* and
- *Occupational Health and Safety Act 2004.*

The extent of involvement by Council in events on Council Land and private land is comprehensive and requires the coordination of Shire wide resources and activities to facilitate effective and efficient processes and outcomes.

8.1.1 Event Assessment and Approval

The Shire will:

- Review and assess all event applications and determine the impact classification in line with this Policy and Council's regulatory and operational requirements.
- Prepare a report and recommendations for all 'High-impact' classified events for Council's review and endorsement.
- Review all 'Low-impact' and 'Medium-impact' classified events and approve those for conduct in line with this Policy.
- Support event applicants in the conduct of approved events in line with this Policy and Council's regulatory and operational requirements.

8.1.2 Event Fees and Charges

Council will:

- Review and endorse event application fees and charges as part of its annual budgetary review of Council's regulatory and administrative fees and charges.

The Shire will:

- Prepare a schedule of proposed event application fees and charges annually for Council's review and endorsement.

- Administer event application fees and charges on behalf of Council in line with the events decision-making framework, requirements under this Policy and the Council's regulatory and operational requirements.

8.1.3 Event Assessment and Approval Coordination Support

The Shire will:

- Facilitate a central coordination function to support event assessments and approvals on behalf of all departments through the Communications and Events team, including:
 - registering all event applications and maintaining event approvals and event outcomes in Council's event management system;
 - referring event applications to internal departments (e.g. Environmental Health; Locals Laws; Building Services; Parks and Roadsides; Traffic and Transport; Waste Services, etc.) and external departments and agencies for review and assessment;
 - liaising with event applicants to facilitate the provision of information and documentation requirements and event application outcomes;
 - facilitating the issuing of event permits (through internal departments) and event approvals;
 - liaising with departmental event organisers to facilitate Shire managed events in line with this Policy and Council's regulatory and operational requirements; and
 - Conduct appropriate proprietary checks by seeking evidence from the Event Organiser of charity support where applicable.
- Facilitate an internal multi-stakeholder reference group on behalf of all organisational departments through the Communications and Events team – the 'Events Governance Group' will be responsible for:
 - Providing a broad knowledge base and expertise to inform Council through sound assessments and decision-making;
 - Reviewing the range and scope of event applications in progress and proposed for the calendar year through a six-monthly review cycle (e.g. February and August);
 - Reviewing the impacts on Council Land, its venues, facilities, sites and public open spaces and the events calendar's schedule and capacity allocations;
 - Reviewing Council's schedule of event application fees and charges;
 - Determining the scope and type of events which require permits;
 - Ongoing engagement with external stakeholder agencies, responsible authorities and service providers to:
 - facilitate collaborative solutions for events held on the Mornington Peninsula involving neighbouring and/or other councils;
 - create awareness of the scope, range and timing of events that are planned to occur both on Council Land and private land to limit scheduling conflicts and contribute to increased harmony; and

- develop strategies and action plans to address emergency management, community safety and environmental, infrastructure and amenity impact issues.
- Developing reports and recommendations for Council's review and/or endorsement, including:
 - proposed events calendar and scope of events;
 - High-impact classified events for approval and conduct;
 - High-value, Medium-value and Low-value classified events for Council's sponsorship and funding approval;
 - proposed changes to event application fees and charges; and
 - proposed scope and type of events on Council Land which require permits.

8.2 Event Sponsorship and Funding

8.2.1 Sponsorship and Funding Assessment and Approval

Council will:

- Review all 'High-value', 'Medium-value' and 'Low-value' classified events and approve those for conduct and the level of funding and sponsorship to be allocated in line with the events decision-making framework and requirements under this Policy.
- Endorse event sponsorship and funding allocations every three (3) years.

The Shire will:

- Review and assess sponsorship and funding applications and requests to determine the value classification in line with the endorsed events decision-making framework (including the Shires' scoring methodology) and Council's regulatory and operational requirements.
- Prepare a report and recommendations for all 'High-value', 'Medium-value' and 'Low-value' classified events for Council's review and endorsement and sponsorship and funding applications and requests not proposed for approval.
- Support event applicants in the conduct of funded events in line with this Policy and the Council's regulatory and operational requirements.

8.2.2 Event Sponsorship and Funding Coordination Support

The Shire will:

- Facilitate a central coordination function to support the Triennial Funding Program and Australia Day and Anzac Day programs on behalf of Council through the Communications and Events team, including:
 - registering all event sponsorship and funding applications and maintaining records of approved and sponsored events (including event outcomes) in the Council's event management system;
 - facilitating the triennial sponsorship and funding review cycles in conjunction with Council; and
 - reviewing the outcomes and benefits being realised annually for sponsored and funded events.

9 Roles and Responsibilities

The following table sets out the key roles and responsibilities under this Policy:

Roles	Responsibilities
Council	<p>To review and approve:</p> <ul style="list-style-type: none"> • High-impact classified events • High-value, Medium-value and Low-value classified events for sponsorship and funding • Event sponsorship and funding allocations tri-annually • Event fees and charges annually
Communications and Events Team	<p>To facilitate a central coordination and support function on behalf of Council, including:</p> <ul style="list-style-type: none"> • Event assessments and approvals for Low and Medium impact classified events • Event type and impact classifications • Triennial Funding Program • Events Governance Group <p>To facilitate reports to Council, including:</p> <ul style="list-style-type: none"> • High-impact events for approval • High-value, Medium-value and Low-value classified events for sponsorship and funding • Proposed event sponsorship and funding allocations (tri-annually) • Proposed event fees and charges • Proposed Events Calendar • Scope of events requiring permits • Status of event management and coordination <p>To support event applicants in the conduct of approved and/or funded events</p> <p>To ensure Policy implementation, compliance, monitoring, evaluation and review</p>
Events Governance Group	<p>To review and assess:</p> <ul style="list-style-type: none"> • High-impact classified events for Council's review and approval • High-value, Medium-value and Low-value classified events for Council's sponsorship and funding approval • Events Calendar • Event fees and charges • Event permits and conditions • Event management and coordination issues and mitigation strategies • Council Policy and events procedures and guidelines
Shire Departments / Officers	<p>To assess event applications and event notifications and approve event permits in line with this Policy and the Council's regulatory and operational requirements</p>

10 Communication

The Communications and Events team will regularly publicise the Policy among Council's employees via 'Around Our Shire' and other available communication tools.

The Communications and Events team will publish the Policy on Council's website.

11 Adopted

This Policy was adopted by Council on 11 June 2019.

12 Review

The Policy will be reviewed on 11 June 2020.

The Policy will be reviewed annually from the first review date.