	Events Policy
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Responsible officer	Manager Engagement and Advocacy
Policy owner	Events Coordinator

1.   Purpose

To provide a framework for Council to advise and support events managed and delivered internally by by Council Officers and by external parties, including community groups, commercial entities and individuals. This policy aims to provide clarity; outlining roles and responsibilities to support event organisers in the delivery of events in accordance with the legislative and regulatory regime applicable at the time

Scope

The policy applies to to organisers of all outdoor events and activities which are of a size and nature that may impact on residents and businesses and are to be conducted on public open spaces and roadways under the care and control of Melton City Council.

This policy applies to all Councillors, staff and contractors conducting public place events on behalf of Council.

This policy applies to all events whether they are organised by not-for-profit or other community organisations, commercial entities, and Council.

This policy applies for events on Council owned or operated land that involves:

- A reservation of a specific location
- 50 or more attendees (including artists, staff, contractors and volunteers)
- Amplified sound
- Catering by an external supplier
- A plan to erect any temporary infrastructure (e.g. marquees) or large structures such as portable movie screens, staging, PA systems or toilets
- Includes the sales of products or market stalls
- Charges a fee
- Plans to close a road or use a carpark or footpath
- Needs vehicle access to open space

Council have developed a framework of supporting guidelines, plans and procedures to support this policy. These provide key details for applicants. This policy is supported by the following guidelines and procedures:

- Internally Managed Event Procedure (for Council owned and run events)
- Externally Managed Event Procedure (for community events organised by non-for-profit entities))
- Commercial Event Procedure (for events run by for-profit entities).
- Fireworks Policy

- Community Event Management Guide
- Internal Events Matrix (for events associated Federal and/or State Government funded projects).

The policy does not apply to regular community facility hire bookings that are covered by the venue hire arrangements, or private activities such as wedding and funerals or other gatherings that are by invitation only occurring on private property as these are not deemed to fall within the definition of public community events.

Council will not become involved in events held on Crown land, Education Department land and private land, unless there is an impact on the community or where Council is the event organiser. Impact on community examples include, but are not limited to pyrotechnics and fireworks, traffic and car park congestion, road events, temporary structures, amplified noise, large gatherings of people, lengthy event set up and pack down, and airborne activities.

The policy excludes civic events delivered by the City of Melton such as Australian Citizenship Ceremonies.

2.   Definitions

Word/Term	Definition
Event	An organised one-off or infrequent occurrence to be held within the City of Melton on public land (outdoors) or public buildings (indoors), where people assemble at a given time and location for the purpose of entertainment, recreation, community, ceremonial or promotional purposes, either for free or for the payment of a fee and include but not limited to: • Festivals • Cultural events • Concerts and shows or other gatherings showcasing performing arts • Fundraising events • Military Commemoration • One off sporting events (separate to seasonal rostered games) • Film screenings • Festivals and fairs • Exhibitions • Civic, civil and religious ceremonies • Faith based events • Historical or significant commemorative celebrations • Corporate activations or promotions • Publicised social gatherings with or without infrastructure For the purpose of this Policy, an event is any planned public or social occasion that takes place wholly or partly on public land (including roads, footpaths, parks, Council venues, community facilities and sports grounds).

Word/Term	Definition
Event Organiser	The entity or person who is responsible for organising the event and is authorised to make decisions about the event
Equipment Loan	Event equipment currently listed in the Event department's inventory list – whereby made available to internal or external parties for the purpose of their event. All event equipment loaned out is required to be returned within 24 hours of the event.
Event Approval Application	The application for all events run externally, by third party event organisers. Successful completion of the application is required for the proposed event to be granted an Event Permit.
Event Request Form	The application for all events run internally by Council officers
External Event	An event planned by any agency (i.e. community groups, commercial entities or individuals) other than Melton City Council
Internal Event	An event or program initiated or supported by Council and where Council is the main contributor of funds, including: (a) Council owned event where Council owns the intellectual property; or (b) Council has a desire to see a particular / specific activity delivered (e.g. a concept presented by an external party).
Council Partnered Event	An event that is planned and managed jointly by Council and a third party; and/or has received financial support (either through existing budget, funding or sponsorship) by Melton City Council.
Community Event	An event managed and delivered by a community group business or individual where the primary objective is not directed at making a profit. This type of event may have the purpose of education, fundraising, tourism, be a faith based event or similar with the primary aim to provide economic or social benefits to the local community.
Commercial Event	An event managed and delivered by a private entity that aims to generate a financial profit for the event organiser.
Community Event Permit Application	The application for all events run externally, by third party event organisers. Successful completion of the application is required for the proposed event to be granted an Event Permit.
Council Partnered Event	An event that is planned and managed jointly by Council and a third party; and/or has received financial support (either through existing budget, funding or sponsorship) by Melton City Council.
Private event	An event that is either ticketed, or targeted to a selected audience or is attended by invitation only.
Private Party	An informal gathering of personal acquaintances for informal occasions such as birthdays, anniversaries etc.
Program	A recurrent activity that is operationally focused and delivered in an ongoing manner to a defined audience
Project	A short term enterprise that is delivered over a defined period of time for a specific audience,
Public event	Any event that is open to the general public with no entry fee.
Launch/Official Opening	The opening/commencement of a new building, service or program.

Word/Term	Definition
Event permit	• An official document providing authorisation/approval to hold an event.
Reoccurring Event	A market or similar event that occurs on a regular basis (e.g. once a month).

3.   Policy

Melton City Council supports a diverse range of events which contribute to community development, enhance the liveability of the region, provide cultural, social, environmental, and economic opportunities, are accessible and safe for the community. Council will invest in their own events and encourages third parties to do same, ensuring that community events are safe, inclusive, and always cause no harm to the municipality's assets (both natural and built).

Council's will continue to support and/or deliver events where there is alignment with the objectives of the Melton City Council and Wellbeing Plan, and benefits to the City are demonstrable.

Through this policy, Council aims to:
- Establish an operational framework that ensures a consistent, coordinated, and equitable approach in the assessment and approval of public community events.
- Provide the City of Melton and community with a set of guidelines and procedures that ensures best practice event management.

Council 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; and

- an event is not suitable for conduct or does not comply or align with its statutory, corporate, operational and/or community service or regulatory obligations and requirements.

All events are subject to Council approval

4.1   Role of Events
- Events can generate significant social, cultural, faith based and economic benefits to the community. Well managed local events offer a range of benefits including:

- Improve social cohesion, community spirit and pride.

- Build community involvement, interest and participation

- Increased health and well being

- Providing advocacy and education opportunities in an informal setting

- Support local economic development

- Contributing to a positive image of the municipality

- Foster and strengthen civic pride and encouraging community connections.

- Encourage and support a diverse community by promoting access and inclusion for all

4.2 The Role of Council

Melton City Council recognises that there a "whole of organisation" role in supporting the successful and safe management and delivery of events.

Council's four primary roles in the management of events in its public spaces includes:
• Event Support
• Delivery of Council Run Events
• Event Compliance• Event Approval

4.2.1 Event Support

Council's Event Unit will provide advice and information to organisers of Melton City Council events at the planning stage to assist with delivering best practice planning and management. **Promotion –**

Council will continue to promote Council and community events through its various mediums.

Grants and Event Equipment Loans

Council will promote and encourage community event organisers to apply for appropriate event related Grants and Sponsorship opportunities. Council will provide event specific equipment loans to Council and community event organisers who meet the eligibility criteria. Provision of equipment is subject to availability.

4.2.2 Delivery of Council Run Events

Council will conceive, fund, plan and deliver an annual program of events for the City of Melton.

Council is committed to providing a diverse and balanced program of events that meets the community's needs and covers all genres, such as culture, sport, technology, entertainment, and business. These events will be geographically spread across the city, where infrastructure and resources support this. Events will also be strategically timed throughout the year to maximise their effectiveness.

All events, new and existing, will be assessed against the strategic objectives to make sure they deliver Council's priorities, have broad appeal, and deliver value for money.

Occasionally, an event opportunity may arise which is exceptional and predominantly meets Council's strategic objectives. A flexible approach to the annual program of events will enable Council to act quickly and take advantage of such opportunities, whilst retaining a balance with ongoing commitments.

Event Compliance

It is Council's responsibility to act as a statutory authority on a number of areas that are associated with the operation of events, such as statutory planning, building regulation, occupational health and safety, food safety, public safety etc.

As part of Council' event approval processes, all community event organisers (both Council officers as part of the Internal Event Approval process and

external entities as part of the Community Event Permit Application process) are required to supply Council's Event Unit with the following:

- o Event Details including date, time, duration and expected audience numbers
- o Proposed entertainment, activities, vendors, and stalls
- o Site Map
- o Traffic Management Plan if applicable
- o Event Management Plan
- o Risk Management and Safety Plan.
- o Any State or Federal mandated health/safety plans (e.g. COVIDSafe Plans)

Several permits, licenses and approvals may be required to deliver a safe and legally compliant event. These requirements must be factored into the event planning process with time allocated accordingly in the planning and development phase.

- **Places of public entertainment (POPE)**
  If you are organising a public entertainment event, you may need to obtain an occupancy permit for a place of public entertainment.

- **Temporary siting approvals**
  If you are planning to erect a temporary structure for a function within the City of Melton, you need to be aware of your responsibilities under the Building Act 1993, building regulations and relevant City of Melton policies.

- **Town Planning Permit**
  A planning permit may be required for any events that:

  - o Are commercially focused.
  - o Are ongoing (annual or more than once a year)
  - o Cost more than $1m to stage.
  - o Are of more than one day duration (including set up and pack up)

- **Public Transport Victoria**
  If you are organising an event which is likely to have an impact on public transport services, then you are required under Victorian legislation to notify Public Transport Victoria (PTV).

- **Victoria Police**
  A highway event permit must be obtained by anyone wishing to conduct a foot or bike race (including triathlons and marathons) on a Victorian road.

- **Temporary and mobile food premises**
  If you are providing any food or beverages (sale or service) to the general public, you must liaise directly with Environmental Health Services prior to the event, to ensure all temporary food stall vendors become registered and meet all requirements of the *Food Act 1984.* To make it easy to use the state-wide registration or notification scheme, a website for temporary and mobile food premises, Streatrader, has been

set up by the Department of Health in partnership with local government.

- **Gas Safety**
  Community event organisers and caterers must comply with the Code of Practice for the Safe Use of LP Gas at Public Events in Victoria. This ensures the safe use of gas cylinders and gas appliances. Energy Safe Victoria Gas Safety Checklist is available from www.esv.vic.gov.au

- **Traffic Management Plan**
  A Traffic Management Plan (TMP) is required if the event is predicted to cause any changes to the normal traffic conditions. Traffic impacts within the road reserve (i.e. road closure and on-road events) will require a traffic management plan prepared by a suitably qualified traffic management consultant and is subject to approval from the responsible road authority (Council Traffic Engineers and Department of Transport/VicRoads).

- **WorkSafe**
  For inspection and approvals of fireworks. Please refer to Melton City Council's Fireworks Policy.

- **VicRoads**
  To hold an event on a road in Victoria, you will need to get permission from VicRoads.

- **Event Promotional Signage Permission**
  Designated locations within the municipalities are approved for the use of event promotional signage. Signage requests must be submitted to Council's Compliance Unit at least two months prior to the proposed event. Unauthorised signage, which may include oversized signs, unapproved signage or signage in unauthorised locations will be removed. Signage that is offensive or discriminatory in nature is strictly prohibited.

- **Australian Performing Rights Association (APRA) License**
  Copyright laws may apply if songs are performed (live music) or played (recorded music) at an event. An Australian Performing Rights Association (APRA) license ensures that the performers' rights fees are paid. All event organisers who plan to use live and / or background music must contact APRA to obtain a license.

- **Victorian Commission for Gambling and Liquor Regulation (VCGLR)**
  If you are serving alcohol, VCGLR processes and determines temporary limited and major event licences for Melbourne and Victorian events.

- **Outdoor music noise and event permits**
  Community event organisers who want to hold a public outdoor event such as a local community festival where music is part of the event may require a permit from the Environment Protection Authority Victoria (EPA). All event organisers are required to be familiar with the laws around music noise and how to measure music noise. Refer to the EPA's website for details.

- **Raffles and Competitions**
  Community events that offer raffles and competitions with prizes must comply with the Gambling Regulation Act 2003.

3.4.1. Event Approval

Council's regulation and assessment of events proposed on community land requiring will be subject to the following principles:

- **Community Safety and Risk Planning**
  Event organisers have an obligation to ensure that all risks associated with an event are identified and managed. Council will request details of risk management plans and OHS protocols for the event to ensure that these obligations are being met.

  The following are key requirements of an event risk management plan: Hazard identification (including the identification of possible hazards in the lead up to, during and at the conclusion of the event):

  - Risk Assessment (identifying all possible risks associated with each of the hazards identified and their impact on specific groups of people including officials, employees, volunteers, contractors, vendors, exhibitors, performers, members of the public and residents.
  - Risk Control (identifying the detailed plan that has been developed to manage identified hazards)
  - Measures and protocols for COVIDSafe planning as outlined by the Department of Health and Human Services

- **Impacts on community assets are managed.**

  Council aims to limit the potential for any damage to Council buildings, open spaces, facilities, and infrastructure during public events. Events must not adversely impact on the environment, public infrastructure, or other community assets. Events in locations susceptible to bad weather must provide detailed contingency plans and meet the cost of any repair and reinstatement of community assets.

- **Impacts on residents and local businesses are managed.**
  Council will set limits on the number and nature of events in key precincts in the municipality in order to control impacts on residents and local businesses. New or additional road closures will be avoided, particularly in high use areas or where alternate routes are not available.

- **Melton City's range of events are diverse and inclusive.**
  Melton City Council supports event organisers to plan and develop strategies to promote social inclusion and remove barriers to access and participation.
  Council aims to ensure the range of events held in the City of Melton are diverse, socially inclusive, supports broad community participation (including different cultural backgrounds, race, ethnicity, religion, disability, age, gender or sexual orientation) and that each event provides clear community benefits.

- **Events employ sustainable practices.**
  All events managed under this Policy must reflect Council's strong commitment to environmental sustainability. Council's Environmental Policy contains key principles to be considered by event organisers when making decisions about events.

  Council will prescribe minimum requirements for waste management and other measures. Annual and repeat events must demonstrate continuing improvement in sustainable environmental practices and progress toward best practice in event management, waste management and sustainable transport.

  In accordance with State legislation, balloons (and the release of) are further prohibited for all events.

- **Locally owned and operated businesses are preferred.**
  The City of Melton is home to a vibrant and connected business community. Council encourages event organisers to source supplies from local businesses and engage local professional for event delivery.

- **Not-for-profit community groups are preferred.**
  Events run by incorporated not-for-profit community groups will generally be preferred over for-profit organisations.

- **Ratepayers do not subsidise events by for-profit organisations.**
  A user-pays approach will be applied to ensure there is no ratepayer subsidy of permit administration for events by for-profit organisations.

4. Limitations and Restrictions and Cancellations

5.1 Melton City Council takes social responsibility seriously. Events which feature tobacco, gaming or alcohol will be considered for Council support in line with relevant Council bylaws and policies. Exercising sole discretion, Council may choose not to provide material support to events which are deemed to compromise Council or community standards in which no further correspondence will be entered. For the purpose of this section, social responsibility extends to, but is not limited to, racism, sexism or other discriminatory practice, animal welfare or environmental hazards.

5.2 Organisers of a public rallies, demonstrations, fun-runs or similar must notify Council and Victoria Police of their intention to use public land or local roads (no permit is required.) Where a demonstration or rally or fun-run seeks to install infrastructure, staging or marquees on public land; or access Council infrastructure (including power and water) then an event permit is required.

5.3 Council may cancel or direct the modification of events at any stage in its development including, but not limited to:

- Extreme weather
- Identified high risks
- Site safety or conditions
- Public Health Advice

5. Responsibility/Accountability

6.1 Senior Events Officer

The Senior Events Officer is the policy owner and is responsible for updating and amending this policy and related policy procedures.

6.2 Event Organisers

All event organisers are responsible for ensuring they notify Council and relevant departments of their intention to host an event.

6.3 All Officers that advise and have a regulatory/compliance role in the delivery of events within the City of Melton.

6.3.1 Events Team (Engagement and Advocacy)

- Able to provide specialist advice in event development (concept stage), event planning, advice on event delivery and evaluation options
- Responsible for maintaining Council's event calendar.
- Responsible for issuing Event Permits and approving all Council and Community run events

6.3.2 Communications Team (Engagement and Advocacy)

- Responsible for ensuring the correct use of Council logos for any Council supported events
- Responsible for developing the Mayor's speech for any formalities at which he/she is to speak.

6.3.3 Design & Traffic (Engineering Services)

- Responsible for approving Traffic Management Plans for events in the municipality. They will advise on requirements and permissions for road closures **and considerations for event parking.**

6.3.4 Building Services (Compliance)

- Able to assess if a proposed event site is suitable for an event (based on anticipated crowd, traffic, safety and other measures)> Responsible for issuing Places of Public Entertainment (POPE) permits for Temporary Structure permits. A minimum of eight weeks is required for the assessment and approval of these permits. Permit fees apply.

6.3.5 Environmental Health (Compliance)

- Responsible for issuing temporary food premises permits. Application forms for permits must be received at least one month prior to the event. Permit fees apply. Environmental Health can advise if caterers are registered under the Food Act and carry out random inspections of events to ensure compliance with Food Safe Practices.

6.3.6 Local Laws (Compliance)

- Responsible for ensuring compliance with Local Laws in conduct and activates in Council buildings, on reserves and roads.

6.3.7 Planning Enforcement (Compliance)

- Responsible for determining and enforcing the location of road side event signage.

6.3.8   Statutory Planning (Planning)

- Responsible for issuing town planning permits for commercial and ongoing (annual) events. Event organisers must consider that the permit may take up to one year to be approved if any objections are received (objections must go through VCAT hearing). Permit fees apply.

6.3.9   Recreation (Recreation and Youth)

- Responsible for taking bookings and advising which recreation reserves and sporting facilities may be used as event sites.

6.3.10   Venues (Community Planning)

Responsible for taking bookings for Council venues available for private functions. Community or commercial use.

6. References and links to legislation and other documents

Name	Location
Council and Wellbeing Plan 2021-2025	www.melton.vic.gov.au
Building Act 1993	www.legislation.vic.gov.au
Melton City Council General Local Law (2015)	www.melton.vic.gov.au
Reconciliation Policy	Policy Intranet
APRA License Information	www.apra.com.au
Liquor Licensing	www.vcglr.vic.gov.au
Raffles (Gambling Licence or Permit)	www.vcglr.vic.gov.au
Alcohol Risk Management Policy	Policy Intranet