
P O L I C Y D O C U M E N T

Policy Name	Major Festivals and Events Policy
Policy Category	Governance
Department/Officer	Planning and Regulatory Services/Tourism, Marketing and Events Officer
Date Adopted	1 May 1996
Dates Reviewed	22 August 2011; 29 January 2013; (amendment 23 September 2013)
Review Frequency	Biennially
Strategic Plan Reference	3.7 Encourage a vibrant community culture 3.9 Encourage community interaction 3.10 Promote concepts of 'connected communities' and 'communities for all'
Attachments	Major Event Application form Risk Management Plan Traffic Management Plan Festival and Event Sponsorship Application form

1. PURPOSE AND SCOPE

This Policy aims to:

- Provide the criteria for assessing applications to stage or receive Council sponsorship for a Major Festival or Event.
- Provide an equitable system for public access and use of public open space.
- Ensure events held on Council land or within the City are well organised, managed and financially sound.

This Policy applies to any person, group or organisation who is proposing to stage a major festival or event within the City of Victor Harbor.

2. POLICY STATEMENT (Summary)

Council is committed to promoting its area and providing activities that encourage a vibrant community culture and community interaction, in an ecological sustainable manner.

3. LEGISLATION AND COMPLIANCE

Local Government Act 1999

Road Traffic Act 1961

Road Traffic (Miscellaneous) Regulations 1999

The Minister's Notice to Council for the use of Traffic Control Devices (27/4/09)

Occupational Health and Safety Act 1986
Summary Offences Act 1934
Council by-law No. 1 (Permits and Penalties) and No 4 (Local Government Land)

Council has a designated alcohol free zone encompassing the foreshore between the Hindmarsh and Inman Rivers and most of the Central Business District. The consumption of alcohol in this area is prohibited from 10.00pm on each day to 8.00am on the following day.

Permission is required from Council to serve and/or sell alcohol at an Event on public land. If the sale of alcohol is proposed for an Event, the Event organiser must apply for a liquor license from the Liquor Licensing and Gaming Branch who may consult with the South Australian Police (SAPOL), local liquor licensees and other parties.

4. DEFINITIONS

Major Event means: A Major Festival or Event which may have the potential to attract a large crowd eg above 1,000 people; require a liquor licence; require a road closure; have the potential for significant sensitivity or controversy.

5. POLICY CONTENT

Major Festivals and Events may have the potential to contribute significantly to the Council area by providing social benefits to the community, stimulating its economy, enhancing visitors' experiences and marketing Victor Harbor as a welcoming destination.

Council has a Tourism Committee which works closely with staff, Elected Members and the Tourism Industry. The role of the Committee is to develop sustainable tourism initiatives through special events and marketing activities.

5.1. **Type of Events**

Community Events - which create and foster a positive community spirit through participation, volunteerism and co-operation and provide opportunities for recreation, entertainment, celebration and education. They are typically held by not-for-profit organisations to celebrate or remember significant Events or to fundraise for community initiatives or charitable purpose (eg RSL Dawn Service, combined church services, Rotary Art Show, Business Association Christmas Pageant, City Band Performances).

Recurrent Council Convened or Supported Events - which Council has established, convened, hosted and/or supported on a recurring basis. These Events are reviewed annually by a Council Committee and/or as part of the Council's budget deliberations (eg Australia Day, New Years Eve Festivities, Whale Time/Play Time, Horses' Birthday Celebrations, Rock'n'Roll Festival, Schoolies Festival).

Sporting Events - local or visiting events with a creation or competition focus which have spectator interest (eg Tour Down Under, Victor Harbor Triathlon, SA Tarmac Rally, Franklin Island Triathlon).

Private Events - held for private purposes which are generally assessed in accordance with Council By-Laws No. 1 (Permits and Penalties) and No. 4 (Local Government Land) and generate no revenue to the organiser. The Event is generally not granted or guaranteed exclusive use of the area (eg a wedding ceremony, family picnic, birthday celebration).

Council may introduce Events and encourage them to expand their financial support base so that they can become self sustaining over time.

Council equally expects that Events conducted by other organisations will be well organised, well managed and financially sound.

5.2. Application process to stage a Major Festival or Event

All requests must be completed on the prescribed Major Festivals and Events Application Form including supporting information required.

Applications which comprise any of the following elements will be referred to Council for assessment via a Council report.

- Potential to attract a large crowd
- Requirement for a liquor licence
- Requirement for road closures
- Potential for significant sensitivity or controversy
- Request for financial Council Sponsorship or any significant in-kind contribution

5.3. Assessment criteria for applications to stage an event

5.3.1. Social Benefits

- Opportunity for the local community to be involved through volunteerism, attendance, involvement and participation.
- Fostering a sense of community spirit within the Council area.
- Celebrating local attractions, culture and history.
- Providing recreation and entertainment.

5.3.2. Economic impact of the Event

- Potential to attract additional visitors and economic activity (ie by attracting visitors to stay overnight and supporting local business).
- Opportunity to strengthen Victor Harbor as a tourist destination and encourage return visits.
- Represents a positive return on Council's investment where provided.

5.3.3. Timing of the Event

Consideration will be given to the timing of the Event having regard to availability of accommodation and the potential to compliment or conflict with another Event. Encouragement will be given to Events which are proposed during either shoulder or low tourism seasons (May – September).

5.3.4. Image and Marketing Exposure

- Demonstrate a level of demand for the Event with clearly defined objectives and outcomes.

- Consider the ability of the Event to attract positive media exposure for Victor Harbor.
- Demonstrate an ability to generate a high level of public interest through marketing and media campaigns.
- Enhance a broader public awareness of our region.

5.3.5. Financially sound

- Event organisers must identify the revenue sources for their Event. Those sources may include organiser's capital, donations, sponsorship (cash and in-kind) from private and relevant public sector bodies, earnings from ticket sales and merchandising.
- Annual or recurring Events supported by Council will be required to demonstrate long-term sustainability.

5.3.6. Environmental Impact

Demonstrate that the Event will have a minimal impact on the natural environment by embracing environmental sustainability principles and appropriate waste minimisation practices such as recyclable products.

5.3.7. Impact on the Community

- The likely impact of Events such as noise, nuisance, safety, alcohol availability and consumption, number of patrons and road closures.
- Balancing the frequency and community benefit of Events, and the needs and requirements of affected businesses and residents.

Note: Major event approvals involving the use of Bay Road requires implementation of temporary parking restrictions on Smith Street (including triathlon events) (refer resolution of Council 23 September 2013).

- Motorsport Events requiring road closure should submit viable, alternative routes, so that a designated road is used no more frequently than every second calendar year. An exception to this ruling will only apply where the continuation of an Event has a high level of support from residents living along the route.
- That Motorsport rally organisers must instruct participants of the Event that practising on the designated road before the Event by competitors in competition cars is prohibited.
- That the organisers of Motorsport Events requiring the closure of the specific route more than once every two calendar years must survey all affected property owners after each Event and demonstrate that all reasonable concerns expressed have been properly addressed before the application is lodged for the following Event.

Note: A \$1,000 Bond is required for all Motorsport Events.

5.3.8. Additional documentation requirements

The following forms must be completed by the applicant unless advised otherwise by the Tourism Marketing and Events Officer:

- Festivals and Events Application Form
- Risk Management Plan
- Festival and Event Sponsorship Application Form
- Traffic Management Plan

5.4. Council Sponsorship/Support (Financial or in-kind)

Council sponsorship and/or support (financial or in-kind) may be considered under either of the following circumstances:

- i) Events that are established, supported, organised, financed and/or managed by the Council. Such Events are generally Council or Committee initiated and are specifically provided for and considered through Council's usual budgetary processes (referred to as Recurrent Council Convened or Supported Events).
- ii) Events proposed by Community or Sporting Groups.

Note: Sponsorship (financial or In-kind) will not be considered for Commercial or Private Events.

Applications must be submitted on the Festival and Events Sponsorship Application form.

Applications for Event approval and sponsorship must be lodged with Council sufficiently in advance of the Event to allow time for considered assessment (including consultation where considered relevant) and processing of any associated approvals (eg Events involving road closures at least 4 months advance notice and other Events at least 3 months advance notice).

Council support for Events is generally in the form of planning advice and in-kind support which may include support with publicity and promotion (eg Council's website, Events Calendar), road closures, rubbish removal or the favourable negotiation of hire fees for the use of Council facilities or provision of equipment. Council will consider requests for support on a case by case basis.

The criteria for assessing applications for sponsorship are based on the needs and expectations of the community as reflected in Council's Community and Strategic Plan.

5.5. Evaluation and Post-Event Reporting

5.5.1. Council Convened or Supported Events

Council will evaluate the success of significant Events which it convenes or supports utilising:-

- Council financial records.

- Attendance estimates.
- Survey data (if any).
- Community feedback (general, business, accommodation).
- Agency feedback (eg SAPOL, Hospital).
- Visitor Information Centre data.
- Media coverage.
- Anecdotal evidence

5.5.2. Other Events

Other event organisers are required to lodge with Council an evaluation report with sufficient detail for Council to assess the likely social and economic benefits of the Event. The report should include:

- Financial details to the extent that no commercial or privacy considerations are breached.
- An indication of attendance at the Event.
- Any business or community feedback received.
- Any survey data collected (if any).
- Evidence of any media exposure.
- An overview of the Event including the achievements, lessons learned and any incidents (including how they were resolved).

The above evaluation material is required within 12 weeks of the conclusion of the Event.

6. RISK MANAGEMENT

This Policy incorporates risk management strategies consistent with the Local Government Mutual Liability Scheme's Event Management risk documentation.

7. DELEGATIONS

The City Manager (or delegate) is delegated authority to implement this Policy unless stated otherwise.

8. RELATED DOCUMENTS

- Donations Policy.
- Council's Risk Management Policy and Framework.

9. AVAILABILITY OF POLICY

This Policy is available on Council's website at www.victor.sa.gov.au. It may also be inspected or purchased at the Principal Office of the Council at 1 Bay Road, Victor Harbor.