

**ORDINARY MEETING OF COUNCIL
10 AUGUST 2009**

2.	EVENTS CALENDAR - 2009/10 SEASON
LOCATION/ADDRESS:	FORESHORE AND OPEN SPACE – CITY OF PORT PHILLIP
EXECUTIVE DIRECTOR:	GREG WOOD – A/EXECUTIVE DIRECTOR COMMUNITY DEVELOPMENT AND PLANNING
PREPARED BY:	DAVID SHEPARD – COORDINATOR YOUTH AND RECREATION
FILE NO.:	76/01/160.
ATTACHMENTS:	DRAFT EVENTS CALENDAR - 2009/10 SEASON

1. EXECUTIVE SUMMARY

- 1.1 This report presents Council with the draft Events Calendar 2009/10.
- 1.2 New Years Eve events have not been considered in the events calendar and are subject to a specific New Years Eve Management Plan. At this stage there are no road closures proposed for New Years Eve.

2. RECOMMENDATION

That Council:

- 2.1 Adopts the Events Calendar 2009/10 as attached.

3. BACKGROUND AND CONTEXT

- 3.1 The City of Port Phillip is known as an active and creative City and has a heritage of staging events for 20 years.
- 3.2 Each year the City hosts a range of events along the foreshore and in surrounding parkland. These events include: triathlons, marathons, beach volleyball, sailing and kite boarding events
- 3.3 Approximately 50,000 people participate in the triathlon events hosted by the City, but not including the participation in Pride March and St Kilda Festival. The demographic for participation ranges from seven to seventy years of age.

4. CONSULTATION

4.1 Internal – City of Port Phillip

- Foreshore Coordinator
- Traffic Engineers
- Health and Amenity Officers
- Beach & Street Cleaning Services Officers
- Parks and Open Space Officers
- Waste Management Services Officers
- Communications Officers
- Sport & Recreation Officers and
- Arts & Festivals Officers

4.2 External

- Parks Victoria
- Victoria Police

4.3 Feedback received from these agencies and individuals has been considered in the revised documents and proposed 2009/10 Events Calendar.

5. DISCUSSION

5.1 In June 2009 advertising took place for persons and/or organizations interested in hosting events consistent with Council's policy and strategy to express on interest.

5.2 As a result of assessing these events against a series of policy related criteria the draft Events Calendar 2009/10 has been produced and is presented in this report for Council consideration.

5.3 Key changes proposed to the Events Calendar 2009/10 are:

- Reduction from 13 (08/09) to 11 events this coming year requiring road closures;
- Additional limitations on the size and nature of events warranting road closure,
- Requirement for all events to have 'waste wise' accreditation to bronze standard or equivalent;
- Improved noise reduction strategies to further minimize the impact on residential amenity
- Improvements in community communication through the development of a City of Port Phillip dedicated 'Events On-line' site, and proposal to be able to access the CoPP events calendar via related web sites;
- Introduction of a regional coordination group to better understand and manage the implications of events across the inner City, and including Albert Park Reserve (Parks Victoria).

6. ALTERNATIVE OPTIONS

- 6.1 Council could reconsider the draft Events Calendar 2009/10 with a view to further reducing or removing the successive road closures.
- 6.2 There have been negotiations with event organisers with a view to reducing the staging of events on successive weekends.
- 6.3 The event organizers have indicated to date that to change these proposed dates would result in the event needing to be withdrawn in its entirety as the events in question either form part of a traditional calendar of events or is part of a wider national series of events.

7. ALIGNMENT TO COUNCIL PLAN

Engaging and governing the City.

- The application process for events was advertised in the Age. This included detailed information on an information evening for event organisers to be briefed on the process and expectations of council when holding events within the municipality.
- Revisions of the Events Policy 2003 and Event Management Strategy 2008 have been undertaken to better reflect the key current issues and deliver positive outcomes for the City.

Taking action on climate change.

- A major review of the events application forms was undertaken in 2008 to incorporate better environmental practices within the way events were produced in our open space venues.
- The Events Policy 2009 and Strategy 2008 incorporate requirements for Event Organisers to improve their approach to managing events in open space including improved environmental management and measurement of environmental impact.
- In the context of climate change and drought the introduction of improved management practices and guidelines are proposed in order to more sustainably manage events in heritage gardens.

Strengthening our diverse and inclusive community.

- City of Port Phillip is an Active and Creative city that supports events which contribute significantly to the life, identity and diversity of the community.
- The revisions to the Events Policy and Strategy 2008 reinforce the values of the City.
- The Events Calendar 2009/10 presents a range of activities and participation opportunities for all of the community with the number of

people estimated to participate at over 50,000, excluding Pride March and St Kilda Festival.

Enhancing liveability.

- In order to minimise the impact of events on public open spaces the events calendar ensures that the culture of participation and inclusion in events can continue while minimizing the impact on venues and residents.
- Specifically, the revised Events Policy proposes to minimise the type of events that can be held in heritage gardens, limits the types of events that will be eligible for road closures, and introduces new regimes for the management of noise levels to reduce the impact on residential amenity.

8. POLICY IMPLICATIONS

8.1 The key variations from Council's intent in this years draft calendar are 3 incidents of consecutive road closures affecting the same locale and roads.

- 6 December and 13 December – due to the hosting of the Sussan Women's Fun Run and Gatorade Triathlon resulting in the section of Beach road between Glenhuntly Rd and Kerferd Rd would be closed for consecutive weekends; and
- 7 February and 14 February – due to the hosting of Pride March and St Kilda Festival on consecutive weekends; resulting in the Upper Esplanade and Fitzroy St will be closed for successive weekends, and
- 14 March and 21 March for the Kids Weetbix (21 March) and Gatorade Series Triathlon (21 March), resulting in the section of Jacka Boulevard between Fitzroy St and Kerferd Rd being closed for successive weekends.

8.2 The calendar considers the following Council policies and plans:

- Community Plan 2007 – 2017
- Council Plan 2009 – 2013
- Disability Action Plan 2008 – 2012
- Foreshore Management Plan 2004
- Open Space Strategy 2006
- Waste Wise Strategy 2006 – 2009

9. FINANCE / RESOURCE IMPLICATIONS

9.1 The permitting and administration of events is cost neutral for Council. The staging of Events on the Foreshore and Open Space produces an income to Council that generally covers the known costs incurred in administering those events.

9.2 It is estimated that events in the City, particularly large scale events such as St Kilda Festival, Weetbix Kids Try-athlon, Nissan/BRW corporate triathlon

and Pride March generate an economic return locally of in excess of \$4.5m per annum

- 9.3 Additionally, some local clubs such as Elwood Life Saving Club and Elwood Cricket Club benefit financially and have done for many years from involvement and fundraising with events held in the precinct.
- 9.4 Reducing the number of events held would reduce income to Council by between \$10,000 and \$15,000 per event. The reduction of revenue would impact on the resources available to manage the events within Council's objectives.
- 9.5 The reduction of events may also have an economic impact within the community and on some of the community organization mentioned in 9.3.

10. LEGAL & RISK IMPLICATIONS

- 10.1 Council continues to minimize its risk exposure through Events by requiring event organizers to have adequate Public Liability insurance (\$20m) to protect Council and event participants.
- 10.2 Event organisers are also required to provide council with Traffic Management Plans for on road events with Police and Vic Roads approval and Risk and Emergency Management Plans.
- 10.3 Site inspections are held regularly and will be supported by site protocols to ensure there is minimal impact on the public domain and particularly heritage gardens.
- 10.4 Event Organisers are required to submit a Waste Management Plan indicating their Waste Wise certification which minimizing the risk of complaints regarding waste after events.
- 10.5 Event permits are only issued and approved on the basis that all selection criteria are met and event management plans submitted.

11. IMPLEMENTATION STRATEGY

11.1 TIMELINE

- 11.1.1 On approval by Council the Events Calendar 2009/10 the selected event organizers must present an outline of their proposed event at an Event Team meeting prior to final permits being issued. Permits will be issued in September.
- 11.1.2 The Events Calendar will be published in October.
- 11.1.3 The Events season runs from October 2009 to March 2010 and officers will be engaged in overseeing these events.

- 11.1.4 In April 2010 a debrief session between Event Team and event organizers will be held to evaluate the events season and policy implementation.

11.2 COMMUNICATION

- 11.2.1 The 2009/10 Summer Events Calendar including all road closures will appear in the October edition of Divercity.
- 11.2.2 Additional copies of the calendar will be made available at Town Halls and Community Centres. Copies of the calendar will also be distributed to all foreshore kiosks and businesses for further distribution.
- 11.2.3 All events will be listed on Council's Internet along with a road closures' information page will be listed on Council's website and other appropriate websites. This link will provide specific information on events with road closures
- 11.2.4 Copies of the Events Calendar will be made available at all events. Council's Assist staff will be further briefed on the summer events season to aid with any enquiries.
- 11.2.5 A weekly "what's on" email will be sent to all key stakeholders, event providers, Council staff and Councillors advising of upcoming events during the summer season.
- 11.2.6 Signage in the areas of road closures will be displayed in the week leading up to any road closure.

12. OFFICER DIRECT OR INDIRECT INTEREST

- 12.1 No officers involved in the preparation of this report are known to have any direct or indirect interest in the matter.