



8.8	EVENTS STRATEGY AND OUTDOOR EVENTS POLICY 2017
WARD:	WHOLE OF MUNICIPALITY
GENERAL MANAGER:	CAROL JEFFS, COMMUNITY DEVELOPMENT
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TRIM FILE NO:	76/01/335
ATTACHMENTS:	1. Events Strategy 2017-2022 2. Outdoor Events Policy 2017- 2022 3. 2017 Events Survey Report - Metropolis Research Company 4. Have Your Say Results - Event Strategy Survey 2017

PURPOSE

To present the results of the Event Community Consultation and recommend the adoption of the reviewed Outdoor Event Policy and Event Strategy

1. RECOMMENDATION

That Council:

- 1.1 Notes the extensive consultation that was undertaken regarding events within the municipality and feedback provided by community to inform the review of the Outdoor Event Policy and the Events Strategy.
- 1.2 Adopts the Outdoor Event Policy 2018 – 2022.
- 1.3 Adopts the Events Strategy 2018 – 2022.

2. BACKGROUND

- 2.1. Port Phillip has a strong reputation for providing a high quality event experience and aims to develop a calendar of events which is diverse, provides for social and economic development and creates a welcoming, healthy, safe and vibrant City
- 2.2. Healthy and robust communities maintain and create opportunities to come together for celebration, commemoration, social interaction, and engagement with arts, cultural, active or entertainment occasions
- 2.3. Events across the municipality are governed by two main documents, the Events Strategy and the Outdoor Events Policy. Both are due for review this year.



Strategy and Policy

- 2.4. The previous versions of the Events Strategy and Policy were both adopted on 25 November 2014.
- 2.5. The Events Strategy sets out Council's vision for events, as well as identifying key benefits to be prioritised through our events calendar, and key focuses for management of amenity and experience.
- 2.6. The 'Outdoor Events Policy' purpose is to provide a framework through which the City of Port Phillip manages externally produced events in public space. It includes assessment and approval of direct applications, and principles to attracting events to the municipality.
- 2.7. Both documents operate in tandem with the aim of ensuring an events calendar that provides maximum benefit and opportunity to our community, balanced with care and protection for amenity and liveability.

3. KEY INFORMATION

Current Event Landscape:

- 3.1 Events within the municipality can come from a number of sources. Examples of each are as follows:
 - 3.1.1 Council events: produced directly by the City of Port Phillip. These can be held on public or private space. Examples may include major events, library and gallery events, and civic or commemorative events
 - 3.1.2 Permitted events: produced independently, but permitted by Council as they are held on public space or in public buildings. Examples include events held in parks and gardens, in town halls or community facilities
 - 3.1.3 Independent events; events produced independently of Council and held in spaces and places not managed by Council but in or near to the municipality. Examples include events in Albert Park, at the Palais, on school grounds or within business' premises
- 3.2 For practical purposes, the events outlined below looks only at events that are produced or permitted by Council, or held within Council facilities.
- 3.3 A total of 980 events were permitted or produced by Council from July 2016 – June 2017, and they collectively attracted over 1.34million people.
- 3.4 The majority of events were categorised as arts, community and markets.
- 3.5 The 2017/18 major event calendar has already been assessed and approved against the current policy and strategy. All future applications will be assessed against the revised policy.

Consultation and Results

- 3.6 2082 individuals responded to community consultation on the Event Strategy and Outdoor Event Policy, which was held through June and July 2017. The consultations included:
 - Community survey – seeking the opinions of local residents on events in their local area, including whether they attend and why/why not, what they think the benefits



and impacts are, and what they'd like to see in future. This survey was done by an independent research company with a random sample of residents across the municipality, as well as 'opt-in' through the Council website.

- Business survey – seeking the opinions of local traders on events in their local area, with a similar focus to the residents' survey. This survey was also undertaken by an independent research company, as well as 'opt-in' through the Council website
- Attendee survey – seeking the opinions of those who attended events in the City of Port Phillip, including how they got here, what they did locally before and after, and what they thought. This survey was done with a random sample of attendees at a number of local events, as well as 'opt-in' through the Council website
- Event organiser survey – seeking the opinions of those who hold events in the City of Port Phillip, including why they're basing their events here, what their challenges and opportunities are, and impact. This survey was done via directly contacting event organisers.

3.7 The results from the independent research company and the 'opt-in' survey on the Council website are both attached.

3.8 At the same time as the community were surveyed about local events in general, additional questions were asked regarding the St Kilda Festival specifically. The Festival community survey is undertaken at 4-yearly intervals and tests attendance and support for the event, with residents and businesses. Those results will be considered as part of the renewal of the St Kilda Festival Operation Plan, due following the 2018 event

3.9 The key results of the events survey were:

- The most popular types of events were markets, music, entertainment and food/beverage events. Along with arts events these were also the types of events that residents wanted to see and attend more of.
- 57% of residents attended events in the previous 12 months.
- Only 8% of residents think there are too many events, while 12% believe there are too few. The remainder responded that the number of events was about right (57%) or that they couldn't say (33%)
- 97% of businesses identified on average eight benefits each that events bring to them, with tourism and marketing rating the highest.
- The top benefits of events that were identified by residents were supporting local businesses, providing an interesting place to live and opportunities for the community to come together.

- Residents considered the top impacts from events to be litter (32%), reduced parking availability (31%) and road closures (31%), though 32% also said there was no significant impact on them from events.
- The most common way residents heard about events was via posters and signage, word of mouth and social media. However 25% of residents weren't aware of events having been on in the previous 12 month period.



- Residents under 35 were the most supportive of events, with those over 60 less likely to attend events.
 - 88% of event attendees would attend the same event again.
 - 74% of attendees spent money outside the event in CoPP, they spent on average \$50 each.
 - Of the event organisers surveyed
 - 100% work with local groups and 70% worked with local businesses.
 - 100% had sustainable practices
 - The main purpose for most events was to build community.
 - 55% of event organisers were located in the municipality
- 3.10 This information has been used to inform the review and redevelopment of both the Events Strategy and Outdoor Events Policy.
- 3.11 Event selection criteria in the Outdoor Events Policy now directly reflect the Strategic Objectives of the Events Strategy. Key criteria now include considerations for:
- 3.11.1 Tourism, visitation and economic impact – demonstrated through providing benefits such as partnerships with local businesses, activating neighbourhoods across all parts of municipality and promotion of Port Phillip as a destination
 - 3.11.2 Community Development, arts and social benefit – consideration will be given to events which connect a range of people in the community, which foster local talent, celebrate our diverse community and build a calendar with mix of event types.
 - 3.11.3 Amenity, experience and public space – events will be required to have tight controls regarding safety, risk and amenity and minimise their impact on the environment. Road closures have also been capped to reduce the impacts of these types of events.
 - 3.11.4 After two successful trials, the fireworks exemption has been removed and they can now be permitted under strict controls.



FURTHER SUPPORTING INFORMATION

4. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

4.1 Direction 4: We are growing and keeping our character

- Designing, activating and managing public spaces that are safe and inviting places for people to enjoy

4.2 Direction 5: We thrive by harnessing creativity

- Collaborating to ensure our entertainment and local economies thrive, while ensuring safe, enjoyable places for everyone
- Fostering the knowledge economy and creative industry clusters
- Partnering to promote Port Phillip as a visitor destination in a way that respects local amenity
- Promoting and celebrating community creativity and participation in art, music, culture, heritage and festivals
- Activating our public spaces and streets through local cultural events and urban art

5. CONSULTATION AND STAKEHOLDERS

- 5.1 2082 individuals responded to community consultation was on the Event Strategy and Outdoor Event Policy, which was held through June and July 2017.

6. LEGAL AND RISK IMPLICATIONS

- 6.1 Council seeks to minimise its exposure to risk through the Outdoor Events Policy by requiring all event operators to hold adequate public liability insurance.
- 6.2 All event providers are required to provide Council with Risk, Emergency, Security, Waste and Traffic Management plans.
- 6.3 Permit conditions place controls on amenity and site management. Permits are only issued once all Management Plans are submitted and approved.

7. SUSTAINABILITY – Triple Bottom Line

7.1 ENVIRONMENTAL IMPLICATIONS

- 7.1.1 The policy and strategy both include requirements for events to have a commitment to minimising their impact on the environment and for including sustainable practices in their planning
- 7.1.2 As per Council's commitment, helium balloons are not permitted and organisers are encouraged to find alternatives to all types of balloons at events.

7.2 SOCIAL & CULTURAL IMPLICATIONS

- 7.2.1 Events provide a gathering place and opportunities for social connection.
- 7.2.2 Criteria for events includes requirements for events to demonstrate a range of the following:



- Use events to engage, include and connect a range of people in our community, providing diverse opportunities for engagement and participation
- Encourage events that support the development of our communities to build capacity, foster local talent and recognise artistic and cultural strengths within our municipality
- Maintain and build on the mix of art, cultural, sporting and entertainment events to support the unique identity of different parts of our City
- Ongoing delivery of programs and events that celebrate our diverse communities, including multicultural and multifaith events, senior events, and the Pride March

7.2.3 In 2016/17 major commercial events held in the municipality raised 4.6m for charities.

7.3 ECONOMIC IMPLICATIONS

7.3.1 Events provide economic benefit to the community through attracting people to the area and advertising Port Phillip as a destination

7.3.2 Consultation has shown that 74% of event attendees spent money outside the event in CoPP. On average they spent \$50 each. Further indirect revenue was raised through parking fees.

7.3.3 Criteria for events includes requirements for events to demonstrate a range of the following:

- Use events to showcase and promote CoPP as a destination, providing economic growth through tourism and visitation
- Ensure that events activate neighbourhoods across all parts of our city and grow local businesses and industries
- Support, partner or leverage large events in the local area and within wider Melbourne to bring or retain visitors to the municipality

7.4 FINANCIAL IMPLICATIONS

7.4.1 All commercial events will be charged fees in line with the annual budget schedule.

7.4.2 These fees cover the cost of internal resources for permitting externally produced events and provide opportunities to provide discounted or free support to local community event providers.

7.4.3 Any costs required to implement initiatives contained within the Events Strategy will be assessed as part of Council's ongoing budget processes.



8. IMPLEMENTATION STRATEGY

8.1 TIMELINE

- 8.1.1 November 2017, the new policy and strategy will be updated on our website. Future applications will be assessed against this criteria.
- 8.1.2 December 2017, Major Event Calendar Expression of Interest 2018/19 season is open. Applications to be assessed against the revised Outdoor Event Policy and Event Strategy.
- 8.1.3 The Events Strategy Action plan will commence a staged implementation from January 2018

8.2 COMMUNICATION

- 8.2.1 Adoption of the Events Strategy will be communicated via Council's website
- 8.2.2 Notification will also be sent to recurrent event operators within the municipality
- 8.2.3 The Major Event Calendar Expression of Interest 2018/19 will be advertised in December 2017.

9. OFFICER DIRECT OR INDIRECT INTEREST

- 9.1 No officers involved in the preparation of this report have any direct or indirect interest in the matter.