

Outdoor Events Policy	TRIM folder:	76/01/160
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<i>Manager Open Space and Recreation</i>	Version No	1
Authorising Officer:	Council	

1. Purpose

To provide a framework through which the City of Port Phillip can manage the provision of range of high quality outdoor activity across the municipality.

2. Scope

The policy applies to all outdoor events, promotions and markets on Council managed public space within the municipality. Including (but not limited to) events which are run by private organisations, businesses, schools, special interest groups or community groups.

The policy does not apply to the following:

- Inside events
- Seasonal and casual use of sports grounds;
- Commercial recreational activities;
- Outdoor weddings;
- Itinerant traders, including ongoing community services;
- Any activity permitted under separate section of the Local Law eg. Footpath trading, Filming or Photography
- Functions with less than 200 people; and
- Events produced through the Neighbourhood Street Parties program

3. Relevant Council Policies

Include but are not limited to the following City of Port Phillip documents:

- Council Plan
- Local Law
- Creative and Prosperous Cities Strategy

- Events Strategy
- Municipal Public Health and Wellbeing Plan
- Access Plan
- Catani Gardens and Southern Foreshore Management Plan
- Open Space Strategy
- Activating Laneway Strategy
- Foreshore Management Plan
- Bike Plan
- Sport and Recreation Strategy
- St Kilda Triangle Cultural Charter
- Child Safe Policy

4. Definitions

In this policy:

- 4.1. “Council” refers to the City of Port Phillip
- 4.2. “event” means an organised sporting, recreational, cultural, commercial or social gathering of people which is held on land managed by the Council.
- 4.3. “major event” means an event that involves any of the following:
 - estimated participation or attendance of more than 2000 people
 - requires a large amount of infrastructure.
 - major road closure
 - has identified high risks or public safety concerns
 - requires a Police presence
 - usually ticketed
- 4.4. “major road closure” means a road closure of an arterial road disrupting the non-event community over large area and requiring additional approvals from a government authority (such as Victoria Police, Public Transport Victoria or VicRoads).
- 4.5. “medium event” means an event that involves:
 - estimated participation or attendance of between 500 - 2000 participants
 - large amount of infrastructure
 - may include food and beverage trading
 - no major road closures
- 4.6. “small event” means an event that involves:
 - estimated participation or attendance of between 200 – 500 participants
 - uses limited to no infrastructure
 - is not advertising a product or organisation
 - will have little to no impact on reserves, local residents or businesses
 - no major road closures

- 4.7. “functions” means an event that involves:
- attendance numbers under 200 people
 - uses limited to no infrastructure
 - is not advertising a product or organisation
 - will have little to no impact on reserves, local residents, or businesses
 - no road closures
 - usually a birthday party or corporate gathering (eg. Christmas party)
- 4.8. “community event” means a free event produced by a local community group or trader/tourism association, which encourages local celebration and/or community capacity building.
- 4.9. “promotional event” means an event which is promoting a product or service, characterised by:
- free samples, launching of new products, showcasing a service/product or competitions
 - usually no charge to participate
- 4.10. “long stay event” means an event conducted over five or more successive days.
- 4.11. “market” means an event where a grouping of stalls convene for the purpose of selling goods. For the purposes of this policy markets can be one-off, or they can operate on a regular basis.
- 4.12. “short-term market” means a market that is permitted for less than four dates within a two month period.
- 4.13. “trial market” means a new market that is permitted for a maximum of once per week for up to six months in order to assess the potential impacts and benefits of permitting on an ongoing basis.
- 4.14. “regular market” means a market that is permitted on an ongoing basis, for more than four dates or two months.
- 4.15. “provisional approval” means that the event concept is approved and the date is being held while the event progresses to the next stage of assessment. An event permit is required before the event can proceed.
- 4.16. An “event permit” allows for an event, market or promotional activity to operate on Council managed public space and outlines the conditions of this approval. It is only issued once all plans are approved and all requirements have been met. It is granted under Council’s Local Law 1.
- 4.17. “event organiser” means the individual or organisation responsible for producing the event. This will usually be the person/organisation listed on the event application form or the permit holder.

5. Policy Objectives

- 5.1. Council recognises that events contribute to the community in a variety of ways they can entertain or educate, build pride, enhance community connections, encourage healthy lifestyles, bring vibrancy and stimulate the economy. When providing these benefits they are an important use of public space.
- 5.2. If not managed well events can impact the community and the environment. Impacts can be addressed through the assessment process, by redesigning the activities or site and implementation of event management plans.
- 5.3. This policy is in place to strike a balance between the benefits and impacts of events.
- 5.4. Council is looking for the following from events which are held within the municipality:

6. Requirement for Permit

- 6.1. An event may only be conducted on Council managed land if:
 - A permit has been issued under Community Amenity Local Law No. 1
 - The applicant has entered into an agreement with the Council in a form required by the Council.
- 6.2. Generally, permits will be issued for a duration of one year/event. Established events which have a history of high quality event management in the City and meet Council Plan objectives may be considered for multi-year provisional approvals.

7. Assessment Criteria

- 7.1. All events must complete an application form, pay an application fee and provide the relevant documentation before assessment commences.

Applicants for an event permit should demonstrate the following in their application:

7.2. Tourism, visitation and economic impact

We are looking for events which demonstrate a range of these principles:

- Prioritise events that showcase and promote CoPP as a destination, providing economic growth through tourism and visitation
 - Provide positive exposure for the area and enhance a broader awareness of the municipality
 - Strengthen Port Phillip as a tourist destination
 - Celebrate local attractions, culture and history
- Ensure that events activate neighbourhoods across all parts of our city and grow local businesses and industries

- Develop partnerships with local businesses and tourism groups
 - Provide economic benefit to Port Phillip businesses and community groups
- Support, partner or leverage large events in the local area and within wider Melbourne to bring or retain visitors to the municipality
- Generate high level of interest through marketing and media
 - Have the ability to attract and engage a large amount of people

7.3. Community development, arts and social benefit

We are looking for events which provide a variety of the following:

- Engage, include and connect a range of people in our community, providing diverse opportunities for engagement and participation
- Provide activity that develops communities and provides opportunities for residents to participate
 - Deliver community outcomes, health & wellbeing benefits and social connection
 - Are engaging, foster community spirit and include all people in our community, including inclusive programs that provide access for all
 - Provision of free activity for the local community and visitors to the area
- Events that support the development of our communities to build capacity, foster local talent and recognise artistic and cultural strengths within our municipality
- Develop partnerships with local clubs, cultural groups and community organisations
 - Engage or partner with local artists or creative groups
 - Raise funds and/or awareness for charity, local community services or community groups.
- Maintain and build on the mix of art, cultural, sporting and entertainment events to support the unique identity of different parts of our City
- Provide a diverse range of activity, across the year and for a variety of audiences
 - Interactive, creative and have a community appeal.
- Support for ongoing delivery of programs and events that celebrate our diverse communities, including multicultural and multifaith events, senior events, and the Pride March
- Support the unique identity of different parts of the municipality

7.4. Amenity, experience and public space

Events are required to:

- Minimise negative impact and overuse of our public spaces
- Have management strategies in place to minimise potential impacts on the local community as far as practicable
 - Have minimal and temporary impact on sites and protect fauna, flora and Council assets

- Consideration will be given to the requirements of the event, the overall usage of the site, environmental impacts and other activities in the area
 - Events are encouraged to activate outside peak sites and dates.
- Promote a healthy, safe and welcoming experience
 - Be professionally produced, attractive and provide high quality experiences
 - Be delivered by an event organiser who has relevant experience and proven ability to deliver high quality, safe and low impact events, this will be considered essential for all major event operators
 - Meet all council, state and national regulatory requirements
 - Have all approvals from other relevant regulatory bodies, such as Victoria Police, WorkSafe and Parks Victoria.
 - Suitability of event will be considered with regard to its public appeal, safe practices, benefits and impact on amenity. Elements such as sound management and public order will also be considered
 - Have a meaningful commitment to minimising their impact on the environment
 - Activities are encouraged to be both socially and environmentally responsible
 - Have a commitment to minimising the impact of the event on the environment
 - Develop sustainability policies and practices that reduce the overall generation of waste (particularly single use plastics) and maximise diversion from landfill
 - Prioritise events that can further initiatives from the Council Plan, while ensuring no permitted events contravene Council policy or resolution
 - Align to the Council Plan, Outdoor Event Policy, Events strategy and all other Council policies and resolutions.

8. Approval and Permitting

- 8.1. The approval and permitting process can run from three weeks to six months. Timeframes are dependent on the complexity and size of the activity.
- 8.2. Steps in the permitting process are outlined below:
1. Application received
 - Major events are subject to an annual Expression of Interest (EOI) process to seek provisional approval. Major events can be supported outside the EOI process however site/date availability will be limited.
 - General applications can be received year round.
 2. Application assessment
 - The event is assessed against the requirements outlined in this Policy and the Events Strategy
 - Assessment of applications and permitting events occurs in conjunction with a number of departments across Council

- Council officers may also consult other agencies, including Victoria Police and VicRoads.
3. Provisional approval is provided once the concept, date and site have been approved. The event will only be able to operate on Council managed land once final approval and the event permit is issued.
 4. Permitting assessment
 - Through this period event operations, documentation and plans are submitted and assessed. This is to ensure the event will be safe and have minimal impact
 - Timeframes range from one week to four months, refer to Table I.
 5. An Event Permit will only be issued after all requirements are met. Including but not limited to:
 - all documentation received and approved
 - all processes/procedures are approved
 - approval received from all stakeholders
 - and payment of invoices is made in full.
 6. Event Period – the event is delivered as per all approved plans and event permit conditions.
 7. Event Debrief
- 8.3. The table below outlines the various event application processes and their accompanying timeframes:

Table I: Event Application Process

Application process	Types of events	Total Processing time*	Approvals
Major Events - Expression of Interest (EOI)	<p>The following types of major events held within highly contested areas will be subject to an annual EOI process:</p> <ul style="list-style-type: none"> • Major events • Major road closure events • Long stay events • Ticketed events attracting over 1000 participants <p>These events will form the major events calendar and will secure early approval for the upcoming season.</p>	Minimum 10 months	CEO/General Manager

	This process allows for approval of multi-year permitting.		
Major Event - General Application	Events demonstrating professional operations may be approved through the general application process and will be considered when there is availability. This may occur after the EOI process is complete.	Minimum four months	General Manager / Manager Open Space and Recreation
Specific EOI	This EOI will be used to proactively seek a broad range of complimentary events across the municipality.	Minimum four months	General Manager / Manager Open Space and Recreation
Market EOI	Regular markets will be subject to an annual EOI	Minimum four months	General Manager / Manager Open Space and Recreation
Market – General Application	The following types of markets can apply through this process: <ul style="list-style-type: none"> • Short-term markets • Trial markets 	Minimum four months	General Manager / Manager Open Space and Recreation
Event - General Application	All other events including: <ul style="list-style-type: none"> • Community events • Civic events • Promotional events • Commercial events 	Small events – minimum two weeks Medium Events – minimum one month Promotions – minimum 10 days	Coordinator Event Services

*After provisional approval.

9. Limitations and restrictions

9.1. Generally, excluding exceptional circumstances, the Council will not:

- Approve more than 13 externally produced major road closures along the foreshore over any financial year;
- Schedule events so that major road closures take place in the same location on more than two weekends in a row.

9.2. The following activities will not be permitted:

- Events promoting tobacco or gambling

- Events which are discriminatory in nature
 - Events for which the main purpose is alcohol promotion
 - Events involving exotic (non-domesticated) animals, or cruelty to animals
 - Activities which are directly opposed to objectives in the Council Plan.
- 9.3. Helium balloons are not permitted and organisers are encouraged to find alternatives to all types of balloons at events.
- 9.4. Aircraft and helicopter landings will only be approved for emergency services
- 9.5. Council may cancel or modify events at any stage due to:
- Safety concerns
 - Extreme weather
 - Identified high risks
 - Unsafe practices
 - If the event differs from the original application
 - The event does not meet the requirements of this policy or the outlined requirements of provisional approval. Including but not limited to payment of invoices, meeting deadlines, other agency approvals and/or submission of appropriate documentation.
- 9.6. Council reserve the right decline any event or activity which is not in line with this policy.

10. Requirements

- 10.1. The following is required in order to receive an event permit:
- Event Management plans must be approved by Council including (but not limited to) risk management, emergency management, noise management, site plans, security provisions and waste management
 - Events must meet all legal and regulatory requirements, including (but not limited to) obtaining approvals related to building permits, music licences, food services, and liquor licensing
 - All major events require public liability insurance of \$20M indemnifying Council. Other events require a minimum of \$10M or as requested by Council Officers
 - Road closures and on-road events require a professionally produced traffic management plan and are subject to approval from a Council Traffic Engineers
 - Major events must be delivered by an experienced event organiser
 - Use equipment and infrastructure that is well maintained, structurally sound and has the ability to withstand exposure to climatic conditions

- Event contactors are the responsibility of the event organiser and must be appropriately qualified and insured.
- 10.2. It is the responsibility of the event provider to seek and gain all approvals relating to their event.
- 10.3. Port Phillip is committed to sustainable event practices and requires event operators to consider reducing the use of single use plastics and other disposable products. When the use of these products is unavoidable, event operators are required to manage waste to maximise recycling.
- 10.4. Heritage gardens will be provided with a higher level of protection against potential damage or overuse. They will be used in accordance with all applicable management plans.
- 10.5. Events with fireworks or any form of pyrotechnics will be required to:
- Notify surrounding residents 10 days prior to their event,
 - Have appropriate crowd control and exclusion zones in place, and
 - Have all approvals from the required regulatory bodies including MFB, CASA and WorkSafe.

11. Permit approval deadlines

- 11.1. Event information and documentation deadlines will be set at provisional approval stage. Failure to meet these deadlines will result in additional fees and/or cancellation of your event.

12. Fees

- 12.1. Fees are set through the annual Council budget process, or as varied by Council resolution.
- 12.2. Fee discounts may be negotiated. Except for exceptional circumstances only the following events will be eligible
- Local Community Events
 - Events occurring outside peak times and sites
 - Events who have 'Deductible Gift Recipient' (DGR) status.
- 12.3. Fee discounts for community events are subsidised by commercial event fees.
- 12.4. Event fees are payable to the Council before the commencement of the event.
- 12.5. Event operators are responsible for all event related costs.
- 12.6. Event organisers are required to reimburse Council for the cost of any restoration or repairs which are required as a result of the event and/or its associated activities. All repairs will be undertaken by approved Council contractors.
- 12.7. A bond in advance may be required.

13. Cancellations and Refunds

- 13.1. Deposits are non-refundable
- 13.2. Refund timeframes will be outlined in provisional approval information.
- 13.3. Refunds will not be given to cancellations due to acts of nature and/or bad weather. The possibility of inclement weather needs to be taken into account in the planning process. Council does not provide wet weather alternative arrangements.
- 13.4. Cancellations and requests for refunds are only accepted in writing.
- 13.5. The event organiser is responsible for notifying Council, contractors, ticketholders and the general public of any cancellations.

14. Termination

- 14.1. The Council reserves the right to terminate an event permit if:
 - permit conditions are breached
 - any laws are broken
 - a misrepresentation is identified in an application.

15. Appeal process

Applications outside EOI processes:

- 15.1. Appeals regarding the event permitting process are to be addressed in writing to either the Coordinator Events or the Manager Open Space and Recreation Services.
- 15.2. Appeals will be assessed against this Policy and the Events Strategy.
- 15.3. Appeals will be considered by an internal working group and where applicable with the input of external regulatory bodies.
- 15.4. The outcome will be issued in writing.