



Outdoor Events Policy	TRIM folder:	76/01/160
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Responsible Officer: Manager Public Space	Expiry Date	NA
	Version No	2
Authorising Officer:	CEO	

1. PURPOSE

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 the principles of attracting events to the municipality.

2. SCOPE

The policy applies to all external applications for events, promotions and markets on Council managed public space within the municipality.

This policy does not apply to:

- Indoor events;
- Council-organised events, such as the St Kilda Festival;
- Seasonal and casual use of sports grounds;
- Commercial recreational activities;
- Outdoor weddings or functions less than 200 people;
- Footpath trading; and
- Neighbourhood street parties less than 200 people.

3. REFERENCES

- City of Port Phillip Local Law No. 1 Community Amenity September 2013



- City of Port Phillip Council Plan 2013-2017
- City of Port Phillip Municipal Public Health and Wellbeing Plan 2013-2017
- Events Strategy 2014 (draft)
- Access Plan 2013
- City of Port Phillip Catani Gardens and Southern Foreshore Management Plan 2010
- City of Port Phillip Open Space Strategy 2009
- City of Port Phillip Outdoor Commercial Recreational Activities Policy 2011
- City of Port Phillip Activating Laneway Strategy 2011
- City of Port Phillip Market Policy 2011
- City of Port Phillip Foreshore Management Plan 2012
- City of Port Phillip Bike Plan 2011-2020
- City of Port Phillip Sport and Recreation Strategy (draft)
- Crown Land (Reserves) Act 1978.

4. DEFINITIONS

In this policy:

- 4.1. “event” means an organised sporting, recreational, cultural, commercial or social gathering of people which is held on land managed by the Council.
- 4.2. “major event” means an event that involves:
 - estimated participation or attendance of more than 2000 people
 - a road closure requiring additional approvals from a government authority (such as Victoria Police, Public Transport Victoria or VicRoads)
 - attracts major attendance from locals and visitors
 - usually ticketed, user pays events
 - large amount of infrastructure
 - food and beverage trading
- 4.3. “medium event” means an event that involves:

- estimated participation or attendance of between 500 - 2000 participants
- large amount of infrastructure
- food and beverage trading
- no significant road closures

4.4. “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 effect on local residents/businesses
- no road closures

4.5. “community event” means a local community or trader event. They usually include the following characteristics:

- produced by a local community or trader groups
- encourage local celebration and community capacity building usually free offering access to all

4.6. “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

4.7. “long stay event” means an event conducted over five or more successive days.

4.8. “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.

4.9. “short-term market” means a market that is permitted for less than four dates within a two month period.

4.10. “regular market” means a market that is permitted on an ongoing basis for more than four dates or two months.



5. COUNCIL POLICY

5.1. Policy Principles

Programmed activities and events are an important use of public space, when the benefits they produce include:

Community Benefit and Cultural Experience

- Demonstrate clear benefit to the community as a core outcome
- Provide activity that develops communities, builds capacity, provides opportunities for residents to participate, and supports people coming together
- Support recreation and leisure opportunities that support people from all sections of the community
- Partner with local community groups, charities, services and/or businesses
- Promote a culture of creativity, learning and physical activity
- Provide rich cultural experiences, foster local talent and recognise artistic/cultural strengths of the municipality
- Support the unique identity of different parts of the municipality

Economic Impact

- Contribute to the local economy, support local businesses and promote tourism
- Showcase and promote City of Port Phillip
- Provide a diverse range of activities across the year and municipality

Amenity

- Provide a welcoming, healthy and safe experience
- Provide strategies/programs to care for the environment and sustainable transport options
- Have minimal impact
- Balance the impact with benefits for the community
- Are supported by other key stakeholders, such as Victoria Police and Parks Victoria



The programming of events in public space will be balanced against:

- Impacts on local amenity
- The use of parks for informal rest and relaxation
- Impacts on public space, environment and assets

5.2. Requirement for Permit and Agreement

5.2.1. 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.

5.2.2. 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 permits.

5.3. Assessment and Approval

5.3.1. All events must complete an application form and provide the relevant documentation before assessment commences.

5.3.2. The table below outlines the various event application processes

Table 1: Event Application Process

Application process	Types of events	Processing time	Approvals
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COUNCIL POLICY



<p>Events - Expression of Interest (EOI)</p>	<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 • Road closure events requiring approvals from other government authorities • 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> <p>This process allows for approval of multi-year permitting.</p> <p>If there are special and urgent circumstances, events demonstrating significant benefit may be approved through the general application process.</p>	<p>Minimum three months to approve</p>	<p>Officer delegation</p>
<p>Market EOI</p>	<p>Regular markets will be subject to an annual EOI</p>	<p>Minimum four months to approve</p>	<p>Council</p>
<p>Specific EOI</p>	<p>This EOI will be used to proactively seek a broad range of complimentary events across the municipality.</p>	<p>Minimum three months to approve</p>	<p>Officer delegation</p>



General application	All other events including: <ul style="list-style-type: none"> • Community events • Civic events • Promotional events • Commercial events • Short-term markets 	Small events – minimum 3 weeks Medium Events – minimum one month Major Events - 3 months One-Off Markets – one to three months Promotions – minimum 2 weeks	Officer delegation
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5.4. Assessment Criteria

An applicant for a permit to conduct an event should demonstrate the following in their application:

- Alignment to the Outdoor Event Policy, Events Strategy and the Council Plan
- Community Benefits demonstrated through a range of:
 - Improving health and wellbeing
 - Delivery of social, community or cultural outcomes
 - Informing, educating or engaging the community
 - Engaging, connecting and including all people in our community
 - Partnerships with local clubs, cultural groups and community organisations
 - Provision of a diversity of events
 - Providing healthy, enjoyable and safe experience
 - Foster local talent, recognise artistic and cultural strengths within the municipality
 - Support the unique identity of different parts of the municipality
 - Provide events outside the peak season
- Economic Benefit demonstrated through some or all of:



- Positive economic impact for the local community
- Showcasing and promoting Port Phillip to develop sustainable tourism
- Partnerships with local businesses
- Stimulating economic activity through use of little used sites
- Control of Community Impact demonstrated through all of:
 - Managing competing demands for use of the public domain, so a balance of opportunities are provided for the whole community
 - Limited disruptions for local community accessing space
 - Minimising impacts on local community as far as practicable
 - Use of events to improve safety or risk at key times or locations
- Ability to produce event demonstrated through all of:
 - Relevant experience of event organisers
 - Suitable risk management and safety practices
 - Other endorsements or certification where relevant
 - Sporting events require ratification from recognised national and state peak bodies
- Control of Environmental Impact demonstrated through all of:
 - Minimal and temporary impact on site
 - Protection of fauna, flora and Council assets
 - Avoiding overuse of any open space
 - Sustainable event practices
- Site suitability demonstrated through:
 - Availability of suitable amenities as relevant
 - Appropriateness of event on site; determined by size, layout, activities and potential risks or impacts
 - Where possible, choice of a site which is relatively less activated.

5.5. Limitations and restrictions

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

- Approve more than 12 major events with road closures on the foreshore over the period from November to March in any year;
- Schedule major events so that major road closures take place in the same location on more than two weekends in a row.

5.5.2. The following activities are not permitted as it is considered they pose unacceptable safety, amenity or environmental concerns:

- Aircraft and helicopter landings (except in emergencies)
- Bonfires (exemption for cultural significance)
- Fireworks (exemption for cultural significance)

5.5.3. The following events and activities are not permitted under this policy:

- Events promoting tobacco or gambling
- Events for which the main purpose is alcohol promotion
- Events involving endangered animals, or cruelty to animals
- Activities which are directly opposed to objectives in the Council Plan

5.5.4. All events must comply with relevant government standards and regulations.

5.5.5. Council may cancel or modify events at any stage due to:

- Public safety concerns
- Extreme weather
- Identified high risks
- Site safety or conditions

5.5.6. Council reserve the right decline any event which is not in line with this policy.

5.6. Requirements

5.6.1. Events must meet all legal requirements, including (but not limited to) obtaining approvals related to building occupancy, health, and liquor licensing.

5.6.2. Council officers may consult other agencies, including Victoria Police and VicRoads, in considering applications and applying conditions.

5.6.3. Road closures and on-road events require a traffic management plan and are subject to approval from a Council Traffic Engineer.

5.6.4. All major events require public liability insurance of \$20M indemnifying Council, and other events require minimum insurance cover of \$10M or as requested by officers.

5.6.5. Heritage gardens will be provided with a higher level of protection against potential damage or overuse. They will be used in accordance with any applicable management plans.

5.6.6. Major, long stay and high-risk events must be delivered by an experienced event provider.

5.6.7. Applicants must develop and implement other relevant event plans including (but not limited to) risk management, emergency management, noise management, site and waste management.

5.7. Fees

5.7.1. Fees are set through the annual Council budget process, or as varied by Council resolution.

5.7.2. Fees discounts may be negotiated.

5.7.3. Fees are payable to the Council before the commencement of the event.

5.7.4. 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. A bond in advance may be required.

5.8. Cancellations and Refunds

5.8.1. Cancellations and requests for refunds are only accepted in writing.

5.8.2. The following conditions apply:

- Refunds will not be given to cancellations on the event day due to incidents of 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.
- Refunds will not be provided if the event does not go ahead.

Events

- Cancellations received more than 14 days from the event start date are eligible for a 75% refund of their permit/licence fee.
- Cancellations received less than 14 days from the event start date are ineligible for a refund.



Promotions:

- Cancellations received at least 24 hours from the event start date are eligible for a 75% refund of their permit/licence fee.
- Cancellations received less than 24 hours from the event start date are ineligible for a refund.

5.9. Termination

5.9.1. 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.

5.10. Appeal process

5.10.1. All appeals regarding the event permitting process must be presented to Council in writing.

6. ATTACHMENTS

- Nil