

Major Events Policy



Record number	D22/24864
Responsible Manager	Manager Customer & Communications
Other key internal stakeholders	Director Organisational Services & Excellence
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Legal requirement	NA
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1. PURPOSE

The purpose of this policy is to provide operational direction for Council's major events.

2. POLICY

2.1 Major Events

Each year Council hosts a number of events as part of its major events calendar. The life cycle of the annual major events calendar is outlined below:

- a. Step 1: A report recommending the Major Events Calendar will be submitted to Council for endorsement
- b. Step 2: It is the responsibility of the CEO to administer the planning and management of the major events
- c. Step 3: Elected Members will receive an information report detailing any substantial changes to the major events calendar as necessary
- d. Step 4: At the conclusion of the major events calendar, a post-events report will be submitted to Council or a committee of Council that will include, by event, a budget summary, attendance summary, lessons learnt and feedback received. Feedback will be sought from Elected Members, the community and event partners after each event in a timely manner.

2.2 Traders and Stall Holders

Council will call and assess expressions of interest from traders or stall holders to host a stall at a major event in accordance with the following general principles:

- a. Preference will be given to those whose activities are consistent with the theme and nature of the event
- b. Preference will be given to those who meet the terms and conditions of the expression of interest
- c. A diversity of traders and stall holders will be encouraged unless the event is based on a particular theme
- d. All traders and stall holders are required to hold appropriate public liability insurance
- e. Where required, traders and stall holders may be required to submit a risk assessment which will be assessed in accordance with Council's Risk Management Policy
- f. Preference will be given to local traders and stall holders where they comply with the general principles mentioned above
- g. In order for Council to continue to be politically neutral, traders and stall holders are not to be utilised for political purposes.

Where Council approves traders and stall holders for an event, a letter of engagement will be issued outlining the agreements terms and conditions.

2.3 Guests by Invitation

Subject to funding scope and nature of the event, the major events plan may include a Guests by Invitation area. Where the Guests by Invitation area is funded and managed from outside the major events budget, this policy does not apply. Where the major event owns and funds the Guests by Invitation area, invitations will be sent to the following people:

- a. Elected Members
- b. Guests invited by the Principal Spokesperson and/or Mayor, up to a maximum of eight (8), in addition to the nominated partner invitation
- c. Guests invited by each Councillor, up to a maximum of four (4), in addition to their nominated partner's invitation. Councillors with immediate families that exceed this allocation will be provided with an additional allocation. Vacancies occurring as a result of Elected Members not attending, or not utilising their full entitlement, may be reallocated to another Elected Member at the discretion of the Member
- d. Sponsors (as determined within the sponsorship packages)
- e. Members of State and Federal Parliament, and their respective partners, whose electorates form part of or fall within the City of Tea Tree Gully.

At the discretion of the CEO, in consultation with the Principal Spokesperson and/or Mayor, in addition to the above:

- a. Members of Parliament who hold the relevant portfolio for Local Government, and their respective partner
- b. Other Members of Parliament
- c. Mayors of other Councils (with or without their respective partners).

At the discretion of the CEO:

- a. Members of Council's senior executive (with or without their respective partners and immediate family members)
- b. Employees and volunteers who have contributed significantly to the event
- c. Potential sponsors for future events
- d. Other relevant people.

2.4 Community Ticket Allocations

In the event of a state emergency declaration, all events must abide by the rules and regulations as stipulated under the directive. For events that typically attract over 15,000 people and as a result of the directive have to significantly limit the number of attendees at the event, the following principles will be applied to ticket allocations:

- a. An allocation of 80% of tickets will be available for Tea Tree Gully residents and ratepayers to apply for up to 5 tickets per application
- b. Further allocation of remaining tickets shall be available to all members of the general public with a maximum of 5 tickets per application
- c. The ticket allocation process will be fair and transparent
- d. Ticket allocation terms and conditions will be published on Council's website.

2.5 Official Events

The conduct of an official opening event for projects associated with open space, playground works and cycle-ways may be required where one or more of the following criterion is met:

- a. The total project cost exceeds \$1 million (Exclusive of GST)
- b. When a grant funding agreement requires the conduct of such an event
- c. The project has a level significance at the CEO's discretion
- d. The Council has resolved to hold an event

The requirement for the conduct of an Official Event will be determined by CEO in conjunction with the project owner.

A budget will be considered for opening events with the cost of the event being funded from the project budget.

Invitees for opening events will be as per section 2.3 of this policy.

The conduct of Official Events will be the responsibility of the project owner in conjunction with Council's Events Team.

Should a third party wish to conduct an opening event, in the absence of a Council run Official Event, it is a requirement for the third party to seek Council approval to conduct the opening event. The third party is responsible for funding the event, and must invite Council's Principal Spokesperson and/or Mayor to speak and open the project / event and invite any other dignitaries as requested.

2.6 Cancellation of Events

In extenuating circumstances, or attendance has reduced capacity which deems it unviable to proceed, events may be cancelled without notice. Where possible and time permits, recommended cancellations will be presented to a formal Council meeting for consideration. If circumstances do not allow sufficient time for this then the CEO has the discretion to cancel an event.

3. DEFINITIONS

For the purposes of this policy the following definitions apply:

CEO

Refers to the Chief Executive Officer (including their delegate) of the City of Tea Tree Gully.

Council operated event

An event that Council initiates, manages and has the full responsibility and risk management.

Elected Members

Used when referring to the members of Council elected by the community and includes the Mayor.

Immediate family

Used when referring to immediate family members who live within the same household.

Major events

Events endorsed by Council as part of the major and activation events calendar.

Official Events

Events that meet the criteria as outlined in this policy.

Guests by Invitation

Those people that are determined to be very important or influential with respect to Council and the major events calendar.

Trader

Any person, organisation, or other who establishes a site or stall at an event for the purposes of distributing goods and/or services for free or otherwise.

Open Space

Open space Land that is set aside for public recreation, parklands or similar purposes including active and passive open spaces.

4. LEGISLATIVE FRAMEWORK

There is no legislative requirement for Council to have a policy relating to this area.

Depending on the event(s) held, the legislation below may need to be considered:

[Development Act 1993](#)

This Act may regulate the use and management of land and buildings where events will be held. The use of land for a particular event and/or the installation of stages, advertising, tents etc. may require approval under this Act.

[Food Act 2001](#)

This Act provides for the safety and suitability of food and will therefore be considered for events where food is to be supplied or sold.

[Liquor Licensing Act 1997](#)

This Act regulates sale, supply and consumption of liquor at events.

[Road Traffic Act 1961](#)

Division 2 (Traffic Control Devices) and Division 3 (Road Closing Provisions) of this Act will be considered for events where road closures are required.

[Explosives Act 1936](#)

Consideration needs to be given to the Regulations associated with this Act when considering the inclusion of fireworks at any Council event.

4.1 Other references

Council's document including:

- a. Asset Capitalisation Policy
- b. By-law No.2 - Roads
- c. By-law No.3 - Local Government Land
- d. Fees and Charges Register
- e. Events Framework
- f. Media Policy
- g. Risk Management Policy

5. STRATEGIC PLAN/POLICY

5.1 Strategic Plan

The following strategic objectives in Council's Strategic Plan 2025 are the most relevant to this report:

Objective	Comments
Community	
<i>People feel a sense of belonging, inclusion and connection with the City and the community</i>	Council's events calendar provides our community with a sense of inclusion and connection
<i>There are opportunities for people to volunteer, give back and share their skills with others</i>	Council regularly engages volunteers to assist with the delivery of our events calendar
Economy	
<i>Modbury Precinct is revitalised as the city's key activity</i>	The vast majority of Council's major and activation events are held within the Modbury Precinct and specific events carry the Modbury branding
Places	
<i>Streets, paths, open spaces and parks are appealing, safe and accessible</i>	Council's events calendar utilises our open spaces and parks to host our events showcasing their appeal and accessibility
<i>Opportunities exist to express and experience art and culture</i>	Council's events calendar provides opportunities for the community to experience art and culture
Leadership	
<i>Customer service provides a positive experience for people and is based on honesty and transparency</i>	Council's events are run with a high level of focus on customer service including pre, during and post event

5.2 Organisation Plan

Council's Major Events focus on delivering high quality, free entertainment for the whole City. The decision informing the design of the events come from residents in an effort to create events that are appealing to all who live here.

6. POLICY IMPLEMENTATION

This Policy will be implemented by the Chief Executive Officer or relevant portfolio director and managed in accordance with Council's scheme of delegations.