



# Events Policy

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Adoption Date:	24/03/25 by Council Resolution
Last Reviewed:	26 June 2024
Next Review Date:	30 June 2026
Division/Department:	Community and Customer Experience/ Communications and Engagement
Responsible Officer:	Events Co-ordinator
HPE CM Record Number:	2025/067595

## 1 Policy Statement

Woollahra Municipal Council's (Council) events, and the events we support, promote community connection and vibrancy and reflect our commitment to safety (including child safety), diversity, inclusion, sustainability, as well as delivering social and economic benefits that align with our vision and mission, strategic goals and values.

Council events will be welcoming and engaging, positive experiences and diverse enough to offer something for everyone – be they fun, informative, relevant, playful or serious in nature. Council is committed to providing a high level of professionalism and customer experience for event participants and organisers.

Four following Events Strategy Pillars support the Events Policy, they are:

- Enhance Community Lifestyle & Culture
- Increase Local Social & Economic Benefits
- Foster Partnerships & Collaboration
- Drive Excellence & Continuous Improvement

Each pillar represents a focus area of actions which will help Council achieve its overall objectives.

The events assessment criteria included in this Policy will help Council and staff with the consideration of applications for funding, donations and sponsorship, partnership or any other formal endorsement.

This Policy is also supported by an events framework (Appendix 2).

## 2 Application

### Purpose

The purpose of the policy is to outline the principles of event delivery and support at Council.

Council hosts hundreds of events each year, attended by thousands of residents and visitors. Council also has extensive experience in funding, managing and hosting events, including partnering and sponsoring events via the annual grants and sponsorship programs, and through third party use of venues and places for hire, application and approvals.

### Scope

The Policy includes the following events held in the Woollahra Local Government Area (LGA), including those held in a Council-owned or managed venues:

- Public events organised and funded by Council
- Public events organised by individuals or external organisations that are funded or formally supported by Council; (including grant, donation and sponsorship recipients);
- Third party events managed by individuals or external organisations using our venues or places for hire, requiring Council approval, permits, services or similar.

## 3 Definitions

Term	Meaning
Event	Any organised group activity or program open to members of the community for purposeful gathering to achieve social, cultural, recreational and economic objectives.
Event Manager	The person responsible for managing the event and the event team. This includes the planning, implementation and review of the event.
Event Team	Staff assisting with the organisation and implementation of an event. They report to the Event Manager.
In-kind Support	A contribution of a good or service other than money.
Grant	A grant is a financial payment or other in-kind support provided to an applicant for a beneficial and specified project or purpose as outlined in the funding agreement between Council and the recipient.
Sponsorship	Sponsorship is a commercial and formal arrangement in which a sponsor provides a contribution in money or in-kind to support an activity in return for certain specified benefits.
Donation	A donation (including unconditional gift, bequest or endowment) is a provision of cash or items of value with no return benefits expected.
Partnership	Event partnerships involve the collaboration of two or more parties for a specific event.
Duty of Care	The legal responsibility of a person or organisation to avoid behaviours or omissions that could reasonably be foreseen to cause harm to others.

## 4 Community Strategic Plan, delivery program and operational plan

This Policy relates to Themes, Goals and Strategies outlined in Council's Community Strategic Plan and priorities outlined in Council's Delivery Program and operational plan, specifically:

Theme:	Social
Goal:	Customer Experience & Engagement
Strategy:	1.1 Provide, promote and facilitate a range of community projects, programs and events that support an inclusive, thriving and sustainable community.
Priority:	1.1.1 Provide opportunities to connect people and ideas to encourage lifelong learning and quality of life.

## 5 Relevant Legislation

Food Act 2003  
 Food Regulation 2015  
 Public Health Act 2010  
 Road Transport Act 2013  
 Protection of the Environment Operations Act 1997  
 Waste Minimisation and Management 1995  
 Summary Offences Act 1988  
 Liquor Act 2007  
 Liquor Reform Act 1998  
 Work Health & Safety Act 2011  
 Work Health & Safety Regulations 2017  
 Civil Liability Act 2002  
 Waste Avoidance and Resource Recovery Act 2001  
 Local Government Act 1993  
 Children and Young People (Safety) Act 2017  
 Disability Discrimination Act 1995  
 Plastic Reduction and Circular Economy Act 2021

## 6 Policy Content

### 6.1 Roles and Responsibilities

Council has the following roles and responsibilities in supporting events:

- To own, manage and deliver Council events.
- To support and enable events through providing:
  - Grants, in-kind support, and outgoing sponsorship (refer to the Grants Policy and Donations and Sponsorship Policy).
  - Access to Council-owned and managed buildings and sites at cost or approved application e.g. venues and public spaces, services (electricity, water, waste services, etc.), equipment for hire, specialist expertise or guidance (Events Coordinator), Council personnel for assistance with Council planning approvals and permits.

- Events promotion for funded and supported events and branding through the Council's communication channels e.g. events calendar, digital channels, and e-newsletters.
- Tools such as the Events and Risk Management Plan for Council Event Managers and Events Teams.
- Provide relevant event training and support to Council staff who are managing and delivering events.

## 6.2 Assessment and Approval of Events

The events assessment criteria (listed below) will be applied to any new event ideas or proposals to be considered for funding, support or delivery by Council. The criteria does not apply to events already funded or adopted by Council, grant applications, or events identified in Council's operational plan.

Council's events are considered during the development and adoption of Council's annual operational plan and budget and this assessment criteria should be applied by staff when determining the new events and events programs to be included. If any new events are suggested and are significant (costing over \$10,000), they should be subject to a report to Council which includes information on how the following assessment criteria will be addressed.

### Compulsory criteria

- ☐ Align with Council's Community Strategic Plan, Goals and Pillars, vision, and mission.
- ☐ Demonstrate a commitment to diversity, inclusion, accessibility, sustainability and safety (including child safety)
- ☐ Comply with Government legislation and Council approvals, controls, codes and guidelines. e.g. safety, alcohol and food standards, insurance
- ☐ Enhance the reputation of the Woollahra LGA and/or Council.

### Meet 50%+ of the below criteria

- ☐ Display events management and planning competency (including Communications Plan, Risk Plan, and Event Plan etc.)
- ☐ Deliver local economic benefits
- ☐ Partnerships or sponsorships already secured
- ☐ Use or support local suppliers and develop local business opportunities
- ☐ Funding source/s and budget identified
- ☐ Plan for a reoccurring event and/or a history of success
- ☐ Free or low cost for attendees
- ☐ The event supports or identifies a target group
- ☐ Deliver local social benefits and community engagement opportunities
- ☐ Offers volunteer opportunities
- ☐ Demonstrates sustainability and positive impact on the environment
- ☐ Activate Council public spaces.

Other relevant considerations may be considered, such as, but not limited to:

- ☐ The event includes formal evaluation and feedback processes
- ☐ Whether it is a competing or duplicate event

- ❑ Event planning addresses: waste management and event clean up, traffic management, parking availability including accessible parking, road closures, noise reduction, antisocial behaviour/management of environmental impact, public amenity and protection measures.

The above criteria aligns with the approval and assessment guidelines in related policies such as the Grants, Donations and Sponsorship, and the internal Council events approval processes and procedures.

Events ideas are classified to determine who will approve them (see Appendix 1 Event Approval Process) and the level of management and compliance conditions to be applied.

- Any event managed and funded by Council can be approved by Council, General Manager (GM) and/or Manager/Directors, in line with the criteria detailed in this clause.
- An event managed by an external organisation and fully or partially funded by Council will be approved by Council resolution in line with the Grants Policy, and Donations and Sponsorship Policy, or a delegate to the GM.
- Third party individuals or organisations requiring an event approval, permit or similar from Council will be assessed and determined by relevant Council staff/Council resolution.

### **6.3 Event Management, Planning, Implementation and Review**

This Policy will be supported by an Events Strategy and operational events procedures and plans, which includes opportunities for continuous improvement and ongoing education and training for event staff and teams across Council.

The Event Manager will ensure Council events are well-planned, implemented and reviewed.

Events are delivered by a wide range of staff across Council departments. To assist with the safety and professionalism over events covered by this policy. Council staff will use the Event and Risk Management Plan Templates (ERPM) and follow Council's Work Health and Safety (WHS) and Enterprise Risk Management Policy Policies.

### **6.4 Policy Exclusions, Limitations and Restrictions**

The Policy does not apply to general events and activities in the Woollahra LGA organised by private or not-for-profit organisations, where there is no formal agreement /relationship, funding or in-kind support or endorsement for the event by Council.

The Policy excludes the following events:

- Unpublicised, informal, social or family gatherings or private events held in/on Council's parks and venues.
- Community events where there is no formal relationship to Council.
- Busking.
- Charity activities for raising brand awareness or collecting names for fundraising at designated locations.
- Commercial fitness training.



- Filming and photography.
- Public rallies and demonstrations.
- Seasonal use of sports fields by schools and registered sporting clubs.

Council will not deliver or support events (including through grants, sponsorship or partnerships) that:

- Promote tobacco or gambling.
- Have alcohol promotion as the main purpose.
- Are racist, sexist or discriminatory in nature.
- Involve endangered animals, or cruelty to animals.
- Threaten the environment (particularly in ecologically sensitive areas e.g. protected vegetation zones, bush regeneration sites and the marine environment).
- Cause undue strain on public spaces and significantly reduce amenity.
- Have the potential for an adverse impact on Council's reputation and brand.
- Involve overtly commercial branding on any beach or are commercial activities on any beach, involving the service of alcohol.
- Are not consistent with the objectives outlined in Council's Community Strategic Plan, or other plans, strategies and policies of Council; values of Council and those of the other party.
- Pose an unacceptable risk to the community or Council workers.

## 7 Documentation/References

	HPECM Reference & Links
Grants Guidelines	23/114613 <a href="https://www.woollahra.nsw.gov.au/Community/services/Grants">https://www.woollahra.nsw.gov.au/Community/services/Grants</a>
Council's website events page	<a href="https://www.woollahra.nsw.gov.au/Events/Plan-and-promote-an-event">https://www.woollahra.nsw.gov.au/Events/Plan-and-promote-an-event</a>

## Related Policies and Procedures

	HPECM Reference
Events Strategy	TBA
Single Use Plastics Policy	21/108053
Grants Policy	23/114614
Donations and Sponsorship Policy	22/119024
Children, Youth and Families Strategy	24/90133
Work Health and Safety Policy	22/128815
Enterprise Risk Management Policy	22/252525
Enterprise Risk Management Framework	22/252518
Events Service Review Report	23/102443
Event Management Plan	22/205240
Woollahra Libraries Strategic Plan	22/166810
Community Strategic Plan	22/149494
Customer Experience Strategy	24/25686
Arts and Culture Strategy	24/240103
Child Safe Policy	23/2721427

This Policy will be reviewed every two years or in accordance with legislative requirements. This Policy may also be changed as a result of other amendments that are to the advantage of Council and in the spirit of this Policy.

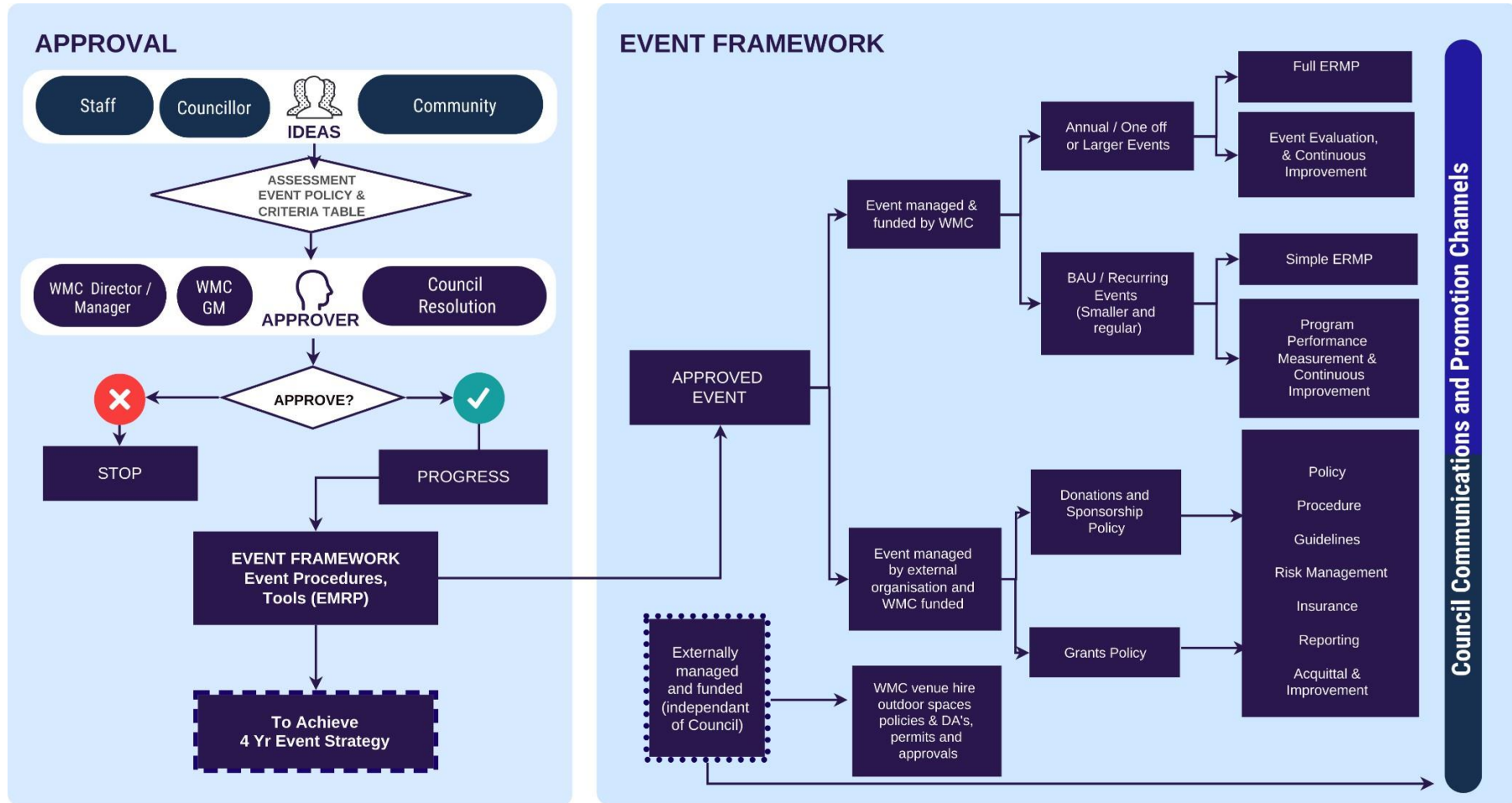
Any amendment to this Policy will require a Council Resolution.

### Policy Amendments

Date	Responsible Officer	Description
August 2018	Marketing Officer	Update of goals as per new Delivery Program and operational plan (DPOP)
August 2024 (Target)	Event Coordinator	Update as per recommendation in the Events Service Review, (adopted by Council on 27 February 2023)



## Appendix 1 Event Approval Process



Notes : WMC = Woollahra Municipal Council, ERMP = Event and Risk Management Plan

## Appendix 2 Woollahra Municipal Council Events Framework



Notes : WMC = Woollahra Municipal Council, ERMP = Event and Risk Management Plan