



WARRNAMBOOL
CITY COUNCIL

Events Policy

APPROVAL DATE: February 2012

REVIEW DATE: February 2015

DOCUMENT CONTROL

Document Title:	<i>Events Policy</i>
Policy Type:	<i>Council</i>
Responsible Branch:	<i>Community Development</i>
Responsible Officer:	<i>Director, Community Development</i>
Document Status:	<i>Approved</i>
Approved By:	<i>Council</i>
Adopted Date:	<i>February 2012</i>
Review Date:	<i>February 2015</i>

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1. INTRODUCTION

1.1 Purpose and Scope

The purpose of this Policy is to provide the community and Council staff with an understanding of the Warrnambool City Council objectives and approach with regard to the delivery and support of events.

1.2 Definitions

Events	A happening with a specific purpose, objectives and pre-determined timescale
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2. REFERENCES

2.1 Council Policies, Procedures & Guidelines

- Events Operational Policies

3. EVENT POLICY

Warrnambool City Council will support a diverse range of events which contribute to community development, enhance the liveability of the region, provide cultural, social, environmental and economic opportunities, and are accessible and safe for the community.

Event support and/or delivery will only be considered where there is alignment with the objectives of the Council Plan, and benefits to the City are demonstrable.

3.1 Event Objectives

Objective 1: Community Development and Economic Benefit

Identify and support event opportunities which assist in developing the community and/or provide significant economic or tourism benefits to Warrnambool.

Objective 2: Liveability and Diversity

Encourage, support and manage events that enhance the liveability, community health and wellbeing and celebrate the diversity within Warrnambool and the region.

Objective 3: Participation, Partnerships and Access

Support events that bring communities together, encourage partnerships and promote access and participation for all members of the community across the year.

Objective 4: Capacity Building

Undertake activities to support event sustainability, help build the capacity and capabilities of event organisers and enhance the quality of community events.

Objective 5: Community Safety

Facilitate and work with event organisers to ensure events are compliant with Council and other authority's requirements, and have positive impacts on the community and the environment.

Objective 6: Best Practice Events Management

Ensure contemporary events planning and management systems and tools are utilised for all Council run events and are promoted to external event organisers who receive funding or in-kind support from Council.

3.2 Council's role

The role of Council in supporting events may include any of the following:

Event Support

Provide financial or in-kind support, advice and information to organisers of events held within the municipality to maximise outcomes for the community.

Event Attraction and Bidding

Where there are significant community, social, cultural or economic benefits, Council will work to attract and secure appropriate events for Warrnambool.

Event Sustainability

Develop the capacity of community event organisers to deliver better managed and coordinated, creative and innovative events, which are responsive to the community's needs.

Marketing

Support the marketing of local events, development and promotion of the Warrnambool Event Calendar.

Event Delivery and Management

Production of events for the community, including annual and one-off events with a focus on continuous quality improvement.

Events Coordination

Facilitate the coordination of internal and external events to maximise outcomes for the community.

Advocacy and Advice

Input into Council and community event issues and planning.

Compliance

Co-ordination and facilitation of the event compliance process to ensure events meet the requirements of Council and other authorities.

4. GOVERNANCE

4.1 Owner

The Director, Community Development is responsible for monitoring the currency and viability of this policy and updating it when required.

4.2 Review

The Director, Community Development will review the policy for any necessary amendments no later than three years after its formulation or after the last review.

4.3 Charter of Human Rights Compliance

It is considered that this policy does not impact negatively on any rights identified in the Charter of Human Rights Act (2007).

Warrnambool City Council is committed to consultation and cooperation between management and employees. The Council will formally involve elected employee health and safety representatives in any workplace change that may affect the health and safety of any of its employees.