

# Events on Council Land Policy

Date adopted: October 2021

Responsible Service Area: Sport & Recreation

## Purpose

Events and festivals play an important role in bringing our community together. Maroondah City Council seeks to ensure that all events held on Council land add to the culture and vitality of the area and are conducted in a safe manner.

## Background / Context

Maroondah City Council delivers and supports a variety of free or low cost festivals and events for the community. In addition to the events that are Council run or supported, there are many events that are held on Council managed or owned land that are run by the community. These events require prior approval from Council to ensure that they are suitable for the site, have followed appropriate risk management & safety planning and obtained relevant permits. The level of event planning required for individual events may differ greatly, so this policy, supporting documentation and the Events Planning and Procedure Handbook provide a clear framework for event organisers to maintain safe, successful, well-planned and documented events.

## Scope

This policy applies to all events run by Council Officers or community organisations held within the City of Maroondah on Council owned or managed land.

## Objectives

The objectives of the policy are:

- To provide a clear framework, that will guide Council Officers and community organisations through an approval process to run events on Council owned and managed land.
- To ensure that Council Officers and community organisations undertake appropriate planning processes to effectively deliver successful, well-documented and safe events.
- To promote the incorporation of sustainable practices through the conservative and efficient use of resources and use of renewable resource options.
- To support access, equity and choice, maximising opportunities for all sectors of the community to participate in events.
- To articulate the requirements event organisers must meet in seeking Council approval for use of Council owned or managed land.
- To protect public use of land including environmental and cultural sites while providing equitable access to those entities wishing to utilise public land.

## Policy Control Schedule

<b>Policy Title:</b> <i>Events on Council Land Policy</i>		<b>Policy type:</b>
<b>Current version approved:</b> October 2021	<b>Current version number:</b> 2	<b>Policy review date:</b> October 2025
<b>Parent policy:</b> N/A	<b>Child policy/policies:</b> Fireworks on Council Land	<b>Policy responsibility:</b> Sport and Recreation

## Definitions

**Event:** - Any planned activity or function that requires specific planning where people congregate for a unique purpose. The purpose may include but not limited to community, cultural and environmental gatherings, commercial activities, celebrations and some sporting events such as a fun run or major football/cricket final.

**Council Land:** - Council land may include but not limited to buildings, sporting reserves, open space, roads and carparks that are owned, managed and maintained by Maroondah City Council.

**Event Organiser/Co-ordinator:** - The individual or organisation that is responsible for planning, implementing and managing all aspects of the event.

**Event Plan:** - A document that details planning elements of an event that incorporates all key stakeholders and aspects of the event being organised.

**Accessible Event:** - Maintaining an event where anybody can participate in comfort without any limitations.

**Small Event** - Up to 50 people with minimal infrastructure, no impact on traffic conditions or extensive activities.

**Medium Event** - 50 to 2,500 people, may impact on traffic conditions, medium noise impact, food and beverage trading, amusements and performers.

**Large Event** - Over 2500 people, substantial infrastructure required, fireworks\pyrotechnics, high noise impact, road closures required.

**Community Event:** - means an event organised by a not-for-profit organisation primarily attended by people who reside within the Maroondah Council area.

**Commercial Event:** - means an event staged by a business, corporation or not-for-profit organisation for invited guests, for example with the purpose of inspiring or rewarding their employees, or else to promote a brand, service or product.

## Policy Principles

The principles set out below will be used by Council to determine the use of Council facilities for events to which this Policy applies.

### Transparent

Use of Council land will be documented in a manner that users can understand e.g. how approval is granted and what fees will be payable.

### Consistent

Minimum standards for hiring facilities will ensure that a consistent approach is undertaken for all hirers and that appropriate information and documentation is given to all users and is also obtained for Council records.

### Fair and Equitable

Users of Council land will be charged usage fees that are consistent with the usage fees charged to other users of the same or similar facilities where those users are in similar circumstances.

## **Different Rates & Charges for Different Users & Standards of Facility**

A scale of different charges will apply to commercial, community and private users.

## **Promote Participation**

Hire arrangements will reflect Council's commitment to providing facilities for use by the wider community to enhance community life through events.

## **Local Priority**

Priority will be given to Maroondah based community organisations and groups, individuals and/or organisations that demonstrate a direct benefit to Maroondah residents.

## **Relationship to the Maroondah 2040 Community Vision**

The Strategy aligns with several key directions outlined in the **Maroondah 2040** visioning document and the Council Plan 2021- 2025 – 2021.

From the **Future Outcome Area - A safe healthy and active community**

### **Key Direction - A Safe Community**

- 1.2 Plan and advocate for the application of community safety principles that facilitate a safe built environment
- 1.3 Promote and facilitate safer cultures relating to issues of alcohol, drugs, tobacco and other drugs.

### **Key Direction - A healthy community**

- 1.6 Promote the health and wellbeing of the community through accessible and affordable initiatives and services that respond to community needs
- 1.9 Promote community wellbeing by supporting and empowering local community groups, sporting clubs and special interest groups across Maroondah
- 1.12 Work in partnership with local communities to enhance food security and healthy eating

### **Key Direction – An Active Community**

- 1.14 Work in partnership to increase opportunities and create welcoming, supportive and accessible environments for all community members to undertake physical activity

## **Policy position**

Council is committed to ensuring that all events held on Council owned or managed land are safe, accessible, well planned and consider and manage potential impacts. Council will provide a clear application process, checklist and supporting guidelines to articulate the requirements event organisers must meet when applying for use of Council owned or managed land for events.

## **Policy implementation**

The Policy Framework comprises 4 aligning documents which guide event organisers through the application process for events on Council owned or managed land.

## **Events Held on Council Land Policy**

An overarching policy document that articulates Council's aims in relation to approving events on Council owned or managed land.

## **Agreement Letter & Schedule of Conditions**

Outlines to the applicant the specific information, permits and supporting documentation required for approved use of Council owned or managed land for the requested event.

## **Events Planning and Procedure Handbook**

A detailed resource providing information on how to thoroughly consider the intended audience, site requirements, logistics and potential impacts of an event.

## **Community Facilities Pricing Policy**

Provides an overarching framework that guides the pricing of Council owned or managed community facilities and ensures a consistent and transparent approach to the pricing of such facilities. The policy is supported by the Seasonal and Casual Pricing Schedule which outlines the approved rates for a four-year period.

## **Roles and Responsibilities**

*The approval process for approving events on Council land may involve multiple departments. The key service areas are as follows:*

**Sport & Recreation** - responsible for receiving and processing applications for use of open space for events.

**Sportsfields** - responsible for approving the suitability of the sportsfield for the proposed activity and any site-specific stipulations

**Parks & Open Space** - responsible for approving the suitability of the park and open space for the proposed activity and any site-specific stipulations

**Risk Management** - responsible for providing guidance on risk policies and processes related to events on Council land

**Arts & Cultural Development** - responsible for assessing suitability of arts and cultural events and supporting approved events through to completion

**Children's Services** - responsible for assessing suitability of events in early childhood and primary school sector and supporting approved events through to completion

**Youth Services** - responsible for assessing suitability of events in the secondary school sector and supporting approved events through to completion

**Integrated Planning** - responsible for assessing suitability of sustainable events and supporting approved events through to completion

**Business and Activity Centre Development** - responsible for assessing suitability of events in business precincts, including Ringwood and Croydon Town Squares and supporting approved events through to completion

## **Events on Council Land Approval Process**

Events held on Council land can range from small functions to large-scale events requiring complex management and approval from multiple areas of Council. All applicants are required to submit an online application form for an initial assessment. Applications will be assessed according to their level of risk. Where Council approves the use of Council land for an event, a letter of agreement containing a schedule of conditions will be forwarded to the applicant. This letter will outline the conditions under which the event may proceed.

The minimum timeframes for Council to determine an application are as follows:

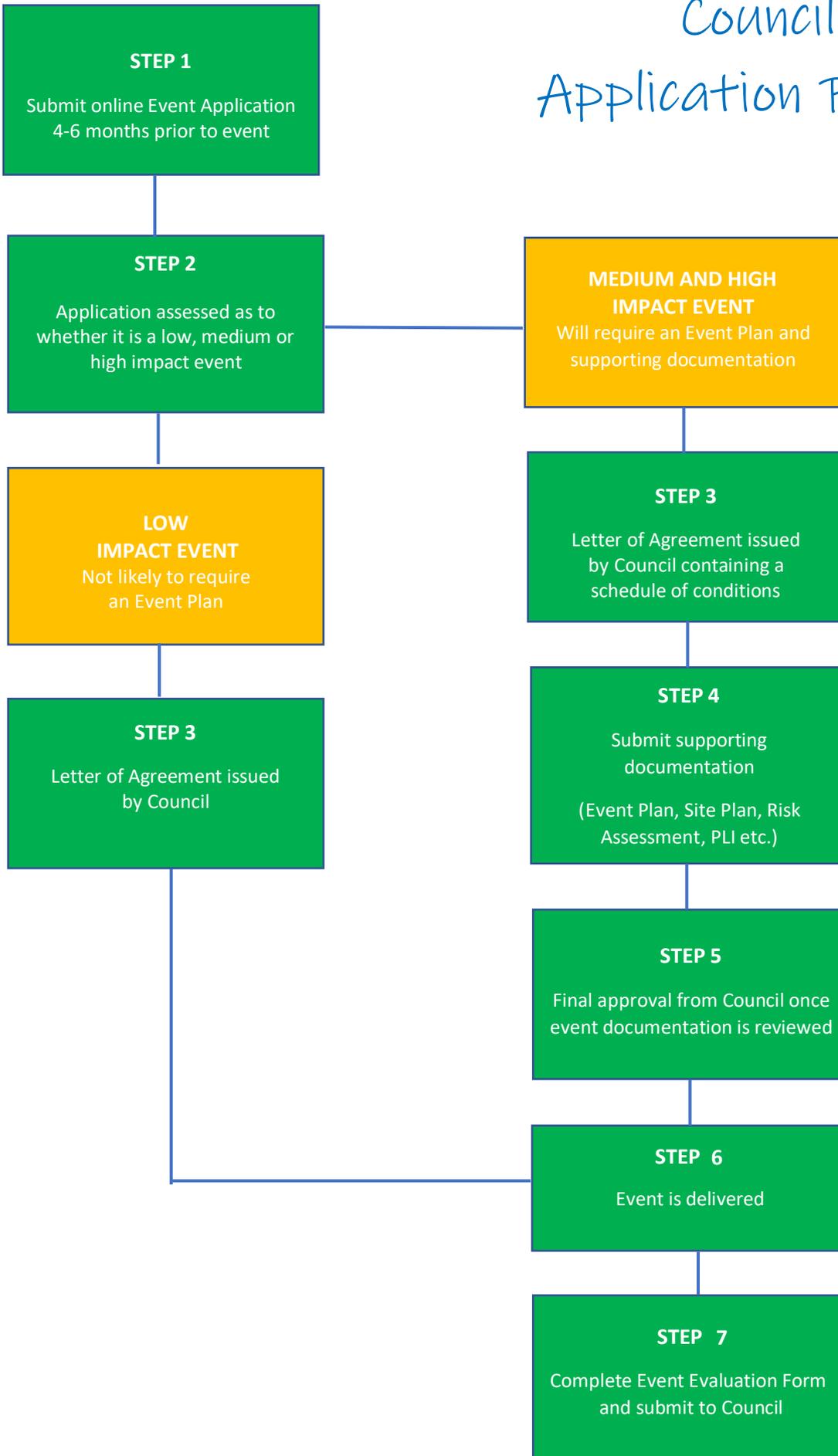
- Application to be lodged six months prior for large annual events.
- Application to be lodged six months prior for any event that will require road closures, fireworks, other regulatory permits and/or temporary changes to Local Laws.
- Applications for smaller events must be lodged four months prior to the event, where practicable.

Once land use is approved, events requiring an Event Plan as a condition of use must submit the plan and all supporting documents to Council at least 4 weeks prior to the event taking place.

If an event is deemed too high a risk, or insufficient time has been allowed for approval, Council will not approve the use of the land.

All employees, contractors and volunteers are responsible and accountable for keeping accurate and complete records of activities related to their event management. Records created, received and maintained by individuals and organisations in conducting events must be kept as evidence of such activities.

## Council Event Application Process



## Assessment Criteria

The following criteria will be considered when determining whether a proposed event shall be granted approval.

- Nature of event
- Suitability of site
- Scale of the event
- Public safety
- Impact on Community and amenity
- Ability to conduct the event
- Community benefit

## Event Risk Levels

The table below identifies the level of risk associated with different scaled events. This table is used by Council to determine the impact of an event and the process to be implemented. Council may deem some activities to be too unsafe to proceed or if an event does not meet Council policies or insufficient time is given to prepare for the event, this may also preclude events from proceeding.

Risk Level	Event includes
Low Risk	Small event up to 50 people with minimal infrastructure, no impact on traffic conditions or extensive activities – not likely to require an event plan
Medium Risk	Medium event over 50 people, may impact on traffic conditions, medium noise impact, food and beverage trading, amusements, performers - event plan required
High Risk	Large event over 2500 participants, substantial infrastructure required, fireworks\ pyrotechnics, high noise impact, road closures, - event plan required.

## Hire Fees

Hire fees are payable for events held on Council land.

- Fees are determined according to Councils Community Facilities Pricing Policy and identified in the Seasonal and Casual Pricing Schedule.
- Security bonds may be required for some activities at Council's discretion.

## OH&S and Risk Management

Event organisers have an obligation to ensure that all potential risks associated with an event are identified and managed.

It is also required that appropriate systems for incident reporting and injuries should be in place and undertaken in a timely manner.

All employees, contractors and volunteers working on the event are required to be properly inducted and educated on accident, injury, emergency and risk management procedures prior to the commencement of the event.

## Event Noise or Disruption

Event organisers have an obligation to ensure that their event complies with all requirements as set out by the EPA in relation to noise levels. On Council land, Event organisers are required to conduct a letterbox drop 14 days prior to residents in a 500m radius of the event site for any events that will generate significant noise or disruption for local residents/businesses.

## Use of Public Space for Private Functions

Council does not require a booking of local parks for private functions of under 50 people, such as birthday parties. Use of public open space is permitted providing public access is maintained. No part of Council parks and reserves are available for exclusive use by private functions. No infrastructure other than tables and chairs can be brought into Council parks and reserves for private functions.

## Ringwood Town Square and Croydon Town Square

Ringwood Town Square and Croydon Town Square are owned by Maroondah City Council and provide a central, multi-use open space that can be enjoyed by all members of the Maroondah community.

Council programming of Ringwood Town Square and Croydon Town Square must meet a range of key principles. All enquiries for Ringwood Town Square and Croydon Town Square must be made through Council's Business and Activity Centre Development Team.

## Termination of use of Public Space

Council reserves the right to terminate any use of public open space at any time, including on event day, for reasons including but not limited to, environmental protection or public safety. Reasonable notice will be given if there are changes in policy and/or legislation or if Council determines another use requires the land for any period of time.

## Policy Compliance

Failure to comply with application timeframes, conditions of approval, or the omission of any required permits, planning documents or certificates may result in the following:

- Event organisers to attend a meeting with relevant Council Officers to discuss the requirements for the event to proceed.
- If the requirements stipulated by Council Officers to hold an event on Council land are not upheld by the applicant individual or organisation, the proposed event and/or future events may be denied.

## Circus Performances

Council does not permit the use of Council owned or managed land for the purpose of commercial circuses that require significant infrastructure and/or onsite residency. This does not include acrobatic circus performances that are able to be run in/on Council owned or managed land and require no significant infrastructure.

## Commercial Events

Commercial events are categorised as A, B or C as per the table below. The supporting document, Maroondah Parks and Reserves Event Matrix identifies which parks and reserve are suitable for commercial events. Commercial events will be charged at the commercial rate as stipulated in the Seasonal and Casual Pricing Schedule.

Category A	Small Event
Category B	Medium Event
Category C	Large Event

Category B and C commercial events ie. Food Truck festivals, ticketed events or events that operate for a period of 2 or more days (including bump in and bump out) are only permitted to take place in locations that have been approved by Council. Refer to supporting document Maroondah Parks and Reserves Event Matrix for a list of sites. Category A commercial events may be allowed to take place in other locations as indicated in the matrix.

## Restrictions - Commercial Events that will NOT be approved

- Events involving the promotion or advertising of tobacco, alcohol or gambling
- Events that are illegal or which promote or incite gambling
- Events that do not align with Council's key strategic directions
- Events which are deemed to be of detriment to Maroondah residents accessing public space
- Events which may be detrimental to the environment
- Events that do not demonstrate benefit to Maroondah

## Related policies, strategies, procedures and guidelines

The *Events Held on Council Land Policy* sits within Leisure's broader Community Facilities Planning Framework aligning with the Community Facilities Occupancy Policy, Community Facilities Pricing Policy and Community Facilities Hire Policy.

The Strategy supports Council's **Physical Activity Strategy 2015- 2020** which guides Council's commitment to supporting Maroondah Residents to undertake regular physical activity and highlights women as a population cohort requiring specific intervention to improve participation rates and frequency.

The Strategy also relates to the Council's **Open Space Strategy 2016 – Connecting People and Spaces**. Related Key actions include:

### Policy Position 13 - Open space management

7. Review open space capacity to host specific events, including mapping available infrastructure (car parking, amenities, utilities, etc.) to ensure spread of adequately resourced parks for Council and public events
8. Develop equitable and transparent processes for responding to and administering requests for commercial and non-commercial organised activities within open space
12. Ensure that Council policy on allocation and use of open space is consistent with its position on responsible consumption of alcohol, gender equity and encouraging diverse use.

## Supporting documents

Maroondah Council Event Planning and Procedure Handbook 2021  
Maroondah Council Fireworks Policy 2021  
Community Facilities Pricing Policy 2020  
Community Facilities Occupancy Policy 2020  
Maroondah Parks and Reserves Event Matrix