


# COUNCIL POLICY

 <p><b>Adelaide Hills</b> COUNCIL</p>	<h2 style="margin: 0;">FESTIVALS AND EVENTS</h2>
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<b>Policy Number:</b>	<b>COM-11</b>
<b>Responsible Department(s):</b>	<b>Community and Customer Service</b>
<b>Relevant Delegations:</b>	<b>None</b>
<b>Other Relevant Policies:</b>	<b>Public Consultation Policy Public Notification Policy Liquor Licensing Policy</b>
<b>Relevant Procedure(s):</b>	<b>None</b>
<b>Relevant Legislation:</b>	<b>Local Government Act 1999 Road Traffic Act 1961 Liquor Licensing Act 1997 and Codes of Practice Development Act 1993 Development Regulations 2008 Food Act 2001</b>
<b>Policies and Procedures Superseded by this policy on its Adoption:</b>	<b>Festivals and Events Policy 08/10/13 Item 13.4, 179 Equitable Commercial Trading Opportunities at Council Operated Event 02/06/09, Item 10.13, 190</b>
<b>Adoption Authority:</b>	<b>Strategic Planning &amp; Development Policy Committee</b>
<b>Date of Adoption:</b>	<b>12 April 2016</b>
<b>Effective From:</b>	<b>26 April 2016</b>
<b>Minute Reference for Adoption:</b>	<b>Item 12.1, 10</b>
<b>Next Review:</b>	<b>No later than April 2019 or as required by legislation</b>

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## FESTIVALS AND EVENTS

### 1. INTRODUCTION

The Adelaide Hills Council (AHC) recognises that festivals and events typically form part of the fabric of life in a region and can:

- Build community spirit, increase local interest and participation, strengthen local values and tradition and encourage volunteerism.
- Provide opportunities for recreation, fun, entertainment, celebration and education.
- Enhance the local economy by attracting and keeping visitors in the region longer.
- Build on and profile local attractions, products, history, culture and the environment.
- Be important to tourism development and improve destination awareness.
- Contribute to a positive external image of the Adelaide Hills Council communities.

This Policy contains the following sections:

#### **Background:**

1. Introduction
2. Objectives
3. Definitions

#### **Strategic:**

4. Policy Statement
  - Council's Role
  - Process Expectations

#### **Operational:**

5. Event Application Process
  - Eligibility for Council Support
  - Assessment Criteria
6. Cost Recovery
  - Community Consultation and/or Notification
  - Damages
7. Cancellation of Event
8. Fees and Charges
9. Delegation
10. Appendices

## 2. OBJECTIVES

The objectives of the Festivals and Events Policy are to:

- Clearly outline the Council's role in assessing and supporting events in the region.
- Provide event organisers with comprehensive and helpful instruction as to preparing event proposals that impact on the region.
- Build community spirit, increase local interest and participation, strengthen local values and tradition, and encourage volunteerism.
- Provide opportunities for recreation, fun, entertainment, celebration and education.
- Contribute to a positive external image of the Adelaide Hills communities.
- Provide economic benefit to the community.

## 3. DEFINITIONS

The definitions relate to the organisation, structure and type of event. This Policy governs Council's approach to all events within the district, irrespective of whether they are held on Council land, community land or private premises. It also governs Council's approach to events held adjacent to the district which will have effects within the Council boundary for example traffic flow or noise.

**"Community Events"** means those events which create and foster a positive community spirit through participation, volunteerism and co-operation and provide opportunities for recreation, entertainment, celebration and education. These events are typically held by not-for-profit organisations to celebrate or remember significant events or to fundraise for community initiatives or charitable purposes. Examples: RSL Dawn Service, Uraidla Show, Lights of Lobethal Festival, Christmas pageants.

**"Community-Council Collaborative Events"** means those events which are a collaboration of community groups and Council, working together to create an event for the benefit of the broader community. The events may be recurrent in nature. These events may be reviewed annually by a Council Committee and/or as part of Council's budget deliberations. Examples: Australia Day events, Lobethal Outdoor Movie Night, GumaROCKa!.

**"Commercial Events"** means events conducted for the purpose of marketing, promoting or selling a service or product, or for providing entertainment for profit. Examples: live performance or concert, trade show, product promotion.

**"Event Organiser"** means the individual or group responsible for the planning and execution of an event. This person will be the main contact for Council in relation to the event.

**"Level of Support"** means the level of support for the event in the community. It is assessed by Council and will depend upon the event. For example, when residents are not directly impacted (e.g. where their driveways are not blocked) a **high level of support** from the community may be able to be inferred from past experience and feedback. Conversely, a street closure affecting local access might require proof of at least 75% support (or no more than 25% opposition) from those affected locals depending on factors such as time, duration and extent of impact to be deemed to have a **high level of support**.

**“Private Events on Council or Community Land”** means events held for private purposes that generate no revenue to the organiser. The event is generally not granted or guaranteed exclusive use of any public area. Examples: wedding ceremony, family picnic, birthday celebration.

**“Public Events on Private Land”** means events open to the public (with or without an admission charge) that are held entirely on private land. These events may require the organisers to advise Council for development approval under State Development Laws, a Liquor Licence, public liability insurance, food supplier registration with Council, a Pyrotechnics Licence, and/or a Roadside Trading Permit in certain cases.

**“Reasonable”** means a generally accepted level of suitability within a context.

**“Significance”** means a level generally determined relative to Council’s experience of events, the conditions, and the relevant community. It will in the first instance be assessed by Council staff.

#### **4. POLICY STATEMENT**

##### **Council’s Role**

Council-operated events are defined as events that Council initiates, event manages, and carries the full responsibility and risk management for.

Where commercial trading opportunities exist at a Council-operated event, those opportunities will be provided to local traders to help showcase their products and build recognition of local brands and offerings. Where attendee demand is likely to be unmet by local traders, vendors from outside the district may be permitted.

The role of Council in the development of all other events in the Adelaide Hills region is dependent on the size and type of event being proposed, as well as any legislative requirements.

Council will undertake any or all of the following actions in accordance with case-by-case requirements:

- Receive applications, assess and provide guidance and support within the policy expectations.
- Provide feedback, complaints support, promotion, and waste management assistance as required.
- Notify event organisers of additional steps to satisfy Council or legislative requirements.

##### **Process Expectations**

Event organisers should note the following outline of expectations around seeking event approval and/or support. These steps are detailed in the remainder of the policy.

- The event organiser is to communicate intention for event to Council, culminating in a written application form
- Council is to process application form
  - Assess event criteria
  - Assess eligibility for support
  - Identify whether event requires additional guidelines
  - Identify whether event requires development approval

- Confirm provision of necessary plans and paperwork
- Council is to provide feedback or approval to event organiser
- Additional meetings or discussions may occur if deemed necessary

To ensure suitable time for processing requests and working through any necessary elements, it is requested that applications are submitted to Council **no less than three months prior to the event** in question. Events that fall under **exceptional categories** are listed in the policy appendices. These appendices should be consulted for specific deadlines as they **may be longer than three months**.

In the case that an event has arisen with less than three months' notice, event organisers should call the Council in the first instance to discuss the plans and expedite assistance if possible. Support cannot be guaranteed if sufficient notice is not provided, however Council will work with event organisers for best possible outcomes.

When Council becomes aware of an event occurring within the three months' notice period that has not sought any support, staff will make contact with event organisers to gain an understanding of the event and identify any ways in which the Council can assist with guidance and/or support.

Council commits to consider event applications as soon as possible after receipt, and to have completed their assessment within one to three months of receipt **provided all supporting documents are submitted as needed** within this timeframe. This timeframe does not include those events that require development approval. Event Organisers should expect confirmation of receipt of application within two working days of submission, after which all applications will generally be processed chronologically by event date.

## 5. EVENT APPLICATION PROCESS

Event applications will be assessed in the first instance by the Communications and Events Officer and approval will be determined either by, or through, that staff member. Event applications that include any of the following elements may be referred to Council for decision via a Council report.

- Potential to attract a large crowd e.g. outdoor concerts
- Potential for significant sensitivity, controversy or opposition to be generated
- Requirement for road closures
- Request for significant Council sponsorship (financial or in-kind)

In the event that a Council report is necessary, the event organiser may attend the relevant Council meeting to provide further information and assist Council in its decision making process.

Specific guidelines apply to certain types of events, irrespective of how they are structured or organised. These guidelines are set out in the policy appendices and should be considered in conjunction with the policy if relevant.

- Guideline No. 1 for Competitive Motoring Events
- Guideline No. 2 for Non-Competitive Motoring Events
- Guideline No. 3 for Events Involving Animals
- Guideline No. 4 for Sporting Events
- Guideline No. 5 for Artistic, Cultural and Performance Events

### **Eligibility for Council support**

Council support (financial or in-kind) may be available under either of the following circumstances:

- The event is established, supported, organised, financed and/or managed by the Council.
- The event is proposed by non-Council groups and is not for commercial gain, or private or exclusive interest.

Council support for events is generally in the form of event management, event planning advice, and in-kind support, which may include publicity and promotion, road closures, rubbish removal, or the favourable negotiation of hire fees for the use of Council facilities or equipment. Financial support is usually through applications for Community Grants where part or all funds are used to finance an event.

Council will consider requests for support on a case-by-case basis.

### **Assessment criteria**

The criteria for assessing applications for Council's support are based on the needs and expectations of the community as reflected in the Adelaide Hills Council Strategic Plan.

<b>Key Issue 1.2</b>	Community participation
<b>Key Issue 1.3</b>	Provision of services or programs for community access
<b>Key Action 1.3.2</b>	Engagement of young people
<b>Key Issue 1.4</b>	Promotion, support and celebration of culture, arts and heritage across the region
<b>Key Action 1.4.1</b>	Supporting volunteers, groups and participants in heritage, culture and the arts
<b>Key Action 1.4.3</b>	Recognising and promoting the Aboriginal culture of the Hills area
<b>Key Issue 1.5</b>	Participation in activities that promote and enhance lifelong learning
<b>Goal 2.0</b>	Education and participation in events focussed on thriving natural systems, energy efficiency, waste management, and conservation
<b>Key Issue 3.1</b>	A strong, diverse and sustainable local economy
<b>Key Action 3.3.2</b>	Branding, marketing and promotion of the Adelaide Hills as a tourism destination
<b>Key Action 3.3.5</b>	Supporting, facilitating and promotion of major and unique events to regional and wider audiences
<b>Key Action 3.3.6</b>	Development of programs and projects that promote the district's tourism economy

In addition to aligning with at least one of these topics, events will be assessed around the following considerations:

### **Community impact**

- The likely impacts of events such as noise, nuisance, safety, availability and consumption of alcohol, number of patrons and road closures
- The balance of events across the region
- The commitment to public notification and letter-box drops pre-event

### Economic impact

- Potential for significant fundraising for projects within the community
- Potential to attract additional visitors and economic activity within the region

### Environmental impact

- A minimal impact on the natural environment by embracing sustainability principles and waste minimisation practices

### Timing

- Proposed timing of the event in relation to existing events and the availability of tourism resources, accommodation etc.
- Increase in events during the shoulder and low tourism seasons (May to September)
- Safety arrangements and risk management undertaken for events during the Fire Ban Season

Council support for events will normally be offered when organisers can demonstrate that one or more of the assessment criteria has been met, and other considerations are met favourably. Events that fall under exceptional categories (see policy appendices) must also meet all relevant guidelines for their type of event. Where community consultation is required, Council may insist on the event organiser providing detail about the method of community engagement (pre- or post-event), so that they are satisfied that a balanced and comprehensive approach is being undertaken.

An **Event Organisers Toolkit** has been developed in conjunction with this policy to outline the necessary steps and paperwork required by Council to assess an application. This will include:

- A complete event application
- Evidence of \$20m public and product liability insurance
- Relevant applications for consent to liquor licences and roadside trading (if applicable)
- Road closure requirements and traffic management plans (if applicable)
- Community consultation and/or notification plans

The toolkit also outlines additional work recommended by Council for a safe and successful event. Event Organisers may be asked to provide evidence of these steps for Council's consideration when assessing an application. This may include (but is not limited to) an Event Management Plan, Risk Management Plan, and Emergency Response Plan.

Council's Communications and Events Officer is able to assist event organisers with working through the toolkit.

## **6. COST RECOVERY**

### **Community consultation and/or notification**

Some event organisers may request resident contact information for the purposes of consultation and communication where the proposed event will impact on local residents (e.g. road closures). In the interests of equity for all concerned, and encouraging quality community consultation,

Council will not charge for the provision of targeted resident databases (up to 100 addresses) for this purpose.

### **Damages**

The event organiser takes full responsibility for any damage to public property that occurs as a consequence of their event. The costs associated with repairing such damage will be the responsibility of the event organiser, however repair work should be undertaken in consultation with Council.

## **7. CANCELLATION OF EVENT**

If an event is cancelled for unavoidable reasons such as inclement weather, the event organiser is responsible for the notification to Council and the general public. The event organiser will be responsible for any costs attributed to the cancellation of the event.

## **8. FEES AND CHARGES**

Fees will generally not apply to community events. Council reserves the right, however, to charge an administration fee for commercial events, commensurate with the scale of the event and the staff time required to assess the application.

The Council's Fees and Charges Register contains specific fees and charges applicable under this policy, which may include:

- Fees for commercial trading at Council-operated events
- Fees for closing roads
- Application fees for commercial events

## **9. DELEGATION**

The Chief Executive Officer has the delegated power under this Policy to implement decisions of Council relating to staging an event in accordance with Section 36(1) (c) of the Local Government Act 1999.

The Chief Executive Officer may sub-delegate such powers and functions in accordance with Section 44 and 101 of the Local Government Act 1999. This means that the Chief Executive Officer or a sub-delegate have the authority to make any decisions relating to events except in specific circumstances outlined in this Policy.

## **10. APPENDICES**

- (1) Event Guideline No.1 – For Competitive Motoring Events (CAMs Licenced)
- (2) Event Guideline No 2 – For Non-Competitive Motoring Events (Non CAMs Licenced)
- (3) Event Guideline No 3 – For Events Involving Animals
- (4) Event Guideline No 4 – For Sporting Events
- (5) Event Guideline No 5 – For Artistic, Cultural and Performance Events



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# **Appendix 1**

*Event Guideline No.1*

*For Competitive Motoring Events*

*(CAMs Licenced)*

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# Guideline No.1 for Competitive Motoring Events (CAMs Licenced)

## Adelaide Hills Council Festivals and Events Policy

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**These Guidelines are to be read in conjunction with the Festivals and Events Policy**

An Event Application must be completed for these events. Details of the application process can be discussed with Council's Communications and Events Officer.

### ***Council Decision***

Competitive Motoring ("Motorsport") Events that involve full or partial road closures will be subject to a formal Council decision on every occasion. The Council may, however, provide in-principle support for an event to occur in a number of consecutive years, subject to conditions which will apply over the duration of that support.

### ***Frequency of Road Closures***

Each Motorsport Event Application received by Council will be assessed on a case by case basis in regards to road closures. If the applicant can demonstrate that there is a high level of support (or low level of opposition) in relation to a road closure, or that the section of road to be closed has a low impact on the community, then repeated use of that road may be approved. Organisers should, however, ensure that routes used for regular events are substantially changed each year.

The potential national and international exposure of a Motorsport event will also be taken into consideration alongside community support when assessing the impact of multiple or repeated road closures. South Australian Tourism Commission support will be highly considered among a range of considerations.

### ***Planning and Notice of Road Closures***

For events requiring road closures Council commits to providing approval for dates up to two months from notification, but retains the right to refuse the event subject to receiving the completed event application form and confirmed road closure proposal. Notice of **intention to run the event** requires a minimum of six months' notice, with formal application received with a minimum of three months' notice.

Event organisers for events that involve road closures must make viable, alternative traffic detour information (including maps) available to Council and the community before the event is conducted. Preliminary information about these arrangements is required at the time of submitting the event application. A route should be reconsidered if there is the potential for significant impact on usual local services (e.g. product deliveries or school bus services).

Events that receive consent for road closures must arrange standard warning and detour signage to be placed in appropriate locations for at least two weeks before the event occurs.

### ***Practice Prohibited***

Motorsport event organisers must instruct event participants that practising on the designated road before the event in competition cars is prohibited. The exception is where the event involves legal road vehicles and that practice occurs informally under normal road rules and conditions.

***Resident Surveys***

Where the proposed roads to be closed have not previously been subject to resident surveys about closures, event organisers must undertake a preliminary survey of all affected residents\*. Results of this survey must be supplied to Council before a final decision will be made.

Relevant up-to-date resident contact information and a resident form letter will be supplied to the event organiser as soon as possible after a preliminary assessment of the event application has occurred. It is recommended that all motorsport event organisers conduct resident surveys using the Council letter provided and, if deemed necessary by Council or the event organiser, the event organiser will arrange public meetings for further public consultation. Any resident feedback received directly to Council will be forwarded to the event organiser to address.

Feedback from all forms of community consultation is required to Council a minimum of four months ahead of the event.

Motorsport event organisers requiring the closure of a specific route more than once every two calendar years must survey all affected residents after each event and demonstrate that all reasonable concerns expressed have been properly addressed before the application is lodged for the following event. A detailed list of resident contact details and their feedback needs to be kept and provided to Council as required.

\*For the purposes of resident surveys in relation to road closures, an “affected resident” includes (but is not limited to) any resident who will be denied road access to their property during the closure period, whether their access point is on the competition route itself or on an adjoining road rendered inaccessible by the closure. Event organisers will also consider other residents with property boundaries adjoining or adjacent to the route and include them in the survey process if they could reasonably expect to be inconvenienced by the road closure and/or the conduct of the event.

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## **Appendix 2**

*Event Guideline No.2*

*For Non-Competitive Motoring Events*

*(Non CAMs Licenced)*

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## **Guideline No.2 for Non-Competitive Motoring Events (Non-CAMs Licenced)**

### **Adelaide Hills Council Festivals and Events Policy**

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#### **These Guidelines are to be read in conjunction with the Festivals and Events Policy**

An Event Application must be completed for these events. Details of the application process can be discussed with Council's Communications and Events Officer.

#### ***Council Decision***

Non-Competitive Motoring Events (car shows, classic car convoys etc.) that involve full or partial road closures require a formal Council decision on every occasion. The Council may, however, provide in-principle support for an event to occur in a number of consecutive years, subject to conditions which will apply over the duration of that support.

#### ***Frequency of Road Closures***

Each Non-Competitive Motoring Event Application received by Council will be assessed on a case by case basis in regards to road closures. If the applicant can demonstrate that there is a high level of support (or low level of opposition) in relation to a road closure, or that the section of road to be closed has a low impact on the community, then repeated use of that road may be approved. Organisers should, however, ensure that routes used for regular events are substantially changed each year.

The potential national and international exposure of a Motorsport event will also be taken into consideration alongside community support when assessing the impact of multiple or repeated road closures. South Australian Tourism Commission support will be highly considered among a range of considerations.

#### ***Planning and Notice of Road Closures***

For events requiring road closures Council commits to providing approval for dates up to two months from notification, but retains the right to refuse the event subject to receiving the completed event application form and confirmed road closure proposal. Notice of **intention to run the event** requires a minimum of six months' notice.

Event organisers for events that involve road closures must make viable, alternative traffic detour information (including maps) available to Council and the community before the event is conducted. Preliminary information about these arrangements is required at the time of submitting the event application. A route should be reconsidered if there is the potential for significant impact on usual local services (e.g. product deliveries or school bus services).

Events that receive consent for road closures must arrange standard warning and detour signage to be placed in appropriate locations for at least two weeks before the event occurs.

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# **Appendix 3**

*Event Guideline No.3*

*For Events Involving Animals*

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## **Guideline No.3 for Events Involving Animals**

### **Adelaide Hills Council Festivals and Events Policy**

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#### **These Guidelines are to be read in conjunction with the Festivals and Events Policy**

An Event Application must be completed for these events. Details of the application process can be discussed with Council's Communications and Events Officer.

Events that involve animals as the main attraction of the event will require a formal Council decision if such an event is held on Council or community land.

Events that include entertainment activities which involve the use of animals, where the activities have the potential to cause harm or distress to those animals, may require a formal Council decision to determine whether or not to support such an event.

Organisers of events involving animals must comply with all RSPCA recommendations and standards as a minimum in order to minimise or prevent the harm or distress suffered to animals.

Events involving animals should also demonstrate appropriate consideration for:

- Transport, handling and containment of animals
- Waste removal, handwashing and sanitation requirements.

#### ***Wildlife and Conservation Establishments***

These guidelines do not apply to events or activities that involve animals when they are held at permanent wildlife and conservation establishments within the Council area.

Permanent wildlife and conservation establishments remain subject to existing legislation governing all of the above areas.

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**Appendix 4**  
*Event Guideline No.4*  
*For Sporting Events*

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## **Guideline No.4 for Sporting Events**

### **Adelaide Hills Council Festivals and Events Policy**

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**These Guidelines are to be read in conjunction with the Festivals and Events Policy**

An Event Application must be completed for these events. Details of the application process can be discussed with Council's Communications and Events Officer.

***Road-based Events (including cycle races, marathons, and other walking/running events)***

Events that involve road closures will be subject to Council formal decision on every occasion.

For events requiring road closures Council commits to providing approval for dates up to two months from notification, but retains the right to refuse the event subject to full application detail. **Notice of intention to run the event** requires a minimum of six months' notice.

Event organisers for events that involve road closures must make viable, alternative traffic detour information (including maps) available to Council and the community before the event is conducted. Preliminary information about these arrangements is required at the time of submitting the event application. A route should be reconsidered if there is the potential for significant impact on usual local services (e.g. product deliveries or school bus services).

Events that receive consent for road closures must arrange standard warning and detour signage to be placed in appropriate locations for at least two weeks before the event occurs.

***Venue-based Events (in ovals, showgrounds or halls)***

Venue-based events that also require road closures are subject to the same guidelines as road-based events.

***Sporting Events that involve Motorsports should refer to Guidelines 1 and 2 for additional considerations.***

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# **Appendix 5**

*Event Guideline No.5*

*For Artistic, Cultural and Performance Events*

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## **Guideline No.5 for Artistic, Cultural and Performance Events**

### **Adelaide Hills Council Festivals and Events Policy**

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#### **These Guidelines are to be read in conjunction with the Festivals and Events Policy**

An Event Application must be completed for these events. Details of the application process can be discussed with Council's Communications and Events Officer.

Event organisers should, wherever possible, utilise local facilities and/or venues for their event. It is also strongly recommended that event organisers engage the local community for support and volunteers. Wherever possible, local business and/or community groups should be approached to provide food and drink.

Security requirements must be considered when:

- A large crowd is expected to attend the event
- The event requires a new or extended liquor licence

Events that involve road closures will be subject to Council formal decision on every occasion.

For events requiring road closures Council commits to providing approval for dates up to two months from notification, but retains the right to refuse the event subject to full application detail. Notice of intention to run the event requires a minimum of six months' notice.

Event organisers for events that involve road closures must make viable, alternative traffic detour information (including maps) available to Council and the community before the event is conducted. Preliminary information about these arrangements is required at the time of submitting the event application. A route should be reconsidered if there is the potential for significant impact on usual local services (e.g. product deliveries or school bus services).

Events that receive consent for road closures must arrange standard warning and detour signage to be placed in appropriate locations for at least two weeks before the event occurs.

***Artistic, Cultural and Performance Events that involve Motorsports should refer to Guidelines 1 and 2 for additional considerations.***