


Council Policy

Festivals and Events



COUNCIL POLICY

 <p>Adelaide Hills COUNCIL</p>	<h2>FESTIVALS AND EVENTS</h2>
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Responsible Department(s):	Communications, Engagement & Events
Other Relevant Policies:	Public Consultation Policy Liquor Licensing Policy Tributes for Commemorative Services Policy
Relevant Procedure(s):	Nil
Relevant Legislation:	<i>Local Government Act 1999</i> <i>Road Traffic Act 1961</i> <i>Liquor Licensing Act 1997 and Codes of Practice</i> <i>Development Act 1993</i> <i>Development Regulations 2008</i> <i>Food Act 2001</i>
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FESTIVALS AND EVENTS POLICY

1. INTRODUCTION

The attached Policy provides Council and its administration with principles and guidelines for administering festivals and events in our region. It references Council's Strategic Plan Goal: Connect 2.6 We will seek to bring Festivals and Events to our district that has social, cultural, environmental and economic benefits. The Policy will assist Council to clarify its role and strategic direction relating to festivals and events and manage the expectations of the community.

This Policy is to be read in conjunction with other relevant Council policies, including the Public Consultation Policy, Liquor Licensing Policy and Tributes for Commemorative Services Policy. The development of this Policy has taken into account requirements of the Local Government Act 1999, Road Traffic Act 1961, Liquor Licensing Act 1997 and Codes of Practice, Development Act 1993, Development Regulations 2008, and Food Act 2001.

2. OBJECTIVES

The objectives of this Policy are to:

- Clearly outline the Council's role and set out criteria to be used by Council and Council staff when assessing the level of support provided to festivals and events in the region.
- Provide festival and event organisers with clear and helpful instructions.
- Build community spirit, increase local interest and participation, strengthen local values and tradition, and encourage volunteering.
- 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.

This Policy governs Council's approach to all festivals and 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 that will have effects within the Council boundary; for example traffic flow or noise.

3. DEFINITIONS

The definitions relate to the organisation, structure and type of event.

“Community Festivals and Events” means those festivals or events that create and foster a positive community spirit through participation, volunteering and co-operation. They may 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.

“Community-Council Collaborative Festivals and Events” means those festivals or events that 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.

“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.

“Council operated event” means an event initiated and managed by the Council.

“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 on a case by case basis. When residents are not directly impacted, **support** from the community may be able to be inferred from past experience and feedback. A street closure affecting local traffic might require proof of at least 75% support (or no more than 25% opposition) from those affected residents (depending on factors such as time, duration and extent of impact) to be deemed to have **support**.

“Private Festivals or 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 Festivals or Events on Private Land” means events open to the public (with or without an admission charge) that are held entirely on private land.

“Community Land” is defined under Section 193(1) of the *Local Government Act 1999*. All local government land (except roads) that is owned by council or under council’s care, control and management at the commencement of this section (the *commencement date*) is taken to have been classified as community land unless –

- a) The council resolves to exclude the land from classification as community land within three years after the commencement date; and

- b) The land is unaffected by provisions of a reservation, dedication, trust or other instrument that would prevent or restrict its alienation.

“Competitive Motoring Events” means a motoring or ‘motorsport’ event that is licensed by a national governing body.

“Non-Competitive Motoring Events” means motoring events that are not licensed by a national governing body.

4. POLICY STATEMENT

4.1. Council’s role

The Council may initiate, pursue, conduct, sponsor, promote or support festivals and events within the area for social, economic, cultural or environmental outcomes. The Council may do so in partnership with other councils, government agencies, community groups, individuals or private organisations.

The Council may consider unsolicited proposals for festivals or events support on a case-by-case basis.

4.2. Trading opportunities at Council operated events

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 Council will also offer opportunities for local community groups, where appropriate, to provide fundraising and community building opportunities at Council operated events.

4.3. Support for non-Council operated festivals or events

Council support for non-Council operated festivals or events in the Adelaide Hills region is dependent on the size, type and location of the event being proposed, as well as any contractual or legislative requirements.

Organisers should note that the Council may have a regulatory role in approving aspects of the festival or event (e.g. consent to road closures, development approval, licensing the exclusive use of Council land, permitting roadside trading, food safety, burning permits, etc.) in addition to logistical and promotional support. The Council’s regulatory functions are carried out according to the relevant legislative and policy requirements for that aspect of the event. Organisers should therefore be aware that support for one

aspect of a festival or event does not necessarily imply any particular position in relation to those aspects over which the Council plays a regulatory role.

Council may undertake any or all of the following actions in accordance with case-by-case requirements and within the limits of available resources:

- Receive applications, assess and provide guidance and support within the Policy expectations
- Provide feedback, complaints support, permissions, promotion, equipment and waste management assistance as appropriate
- Provide the use of indoor or outdoor venues
- Notify event organisers of additional steps to satisfy Council or legislative requirements.

4.4. Eligibility for Council support

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

- The event is initiated, 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 in-kind support by way of event management support or advice, publicity and promotion, road closures, waste management, signage and equipment. Financial support is usually gained through applications to Council's Community Grants program for seed funding or for equipment supporting the sustainability of the event.

Council will consider requests for support as part of the festivals and events application process on a case-by-case basis.

4.5. Expectations regarding timing, support or approval

Festival and event organisers should note the following outline of expectations around seeking approval and/or support. The application process and application criteria are detailed in sub-sections 4.6 and 4.7.

- The organiser is to communicate intention to run the festival or event to Council and complete a Festival and Event Application
- Council will process applications as follows:

- Assess festival or event criteria and eligibility for support
- Identify whether festival or event requires additional guidelines or falls under exceptional categories
- Identify whether festival or 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 festival or event** in question. Festivals or events that fall under **exceptional categories** are listed below in sub-section 4.6 and in the Policy appendices. These appendices should be consulted for specific deadlines as they **may be longer than three months**.

In the case that a festival or event has arisen with less than three months' notice, event organisers should call the Council in the first instance to discuss plans and expedite assistance if possible.

Council commits to acknowledge Festival and Event Applications within 5 days of 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. Applications will generally be processed chronologically by event date.

4.6. Festival and event application process

Festival and Event applications will be assessed in the first instance by Council staff. Applications that include any of the following elements may be referred to a Council Meeting for consideration.

- 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).

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

4.7. Assessment criteria

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

Festivals or events that are open to the public on Council or community land must provide evidence of minimum \$20 million public liability insurance before they can be approved.

In addition to aligning with the goals of the Strategic Plan, support for festivals and events will be assessed around the following considerations, with the Council needing to be satisfied that the benefits outweigh the detriments:

Community impact

- Opportunities to increase community connections and volunteering
- Opportunities for benefit to local community groups and causes
- Potential for community enjoyment
- The balance of festivals and events across the region
- The commitment to appropriate public engagement
- Effects of noise and nuisance
- Safety, availability and consumption of alcohol, number of patrons
- Impact of road closures on access to public roads

Economic impact

- Potential for significant fundraising for projects within the community
- Potential to attract additional visitors and economic activity to the region
- Impact on surrounding businesses
- The groups or organisations that stands to benefit financially from the festival or event

Environmental Impact

- Opportunities to enhance environmental outcomes by embracing sustainability themes and principles (including in waste management)

- Potential for detrimental impact on the environment including factors such as damage to flora and fauna and excessive waste left on site

Timing

- Proposed timing of the event in relation to existing events and the availability of tourism resources, accommodation etc.
- Impact on seasonal economic activities (such as harvest seasons)
- Increase in events during the shoulder and low tourism seasons (May to September)
- Safety arrangements and risk management undertaken for events especially given seasonal factors including the Fire Ban Season and potential for extreme weather.

Council's assessment and decision making, especially where there is potential for major inconvenience to the community (for example closed roads, limited access to property or loss of business revenue), will consider these criteria from the information presented by organisers in their Festival and Event Application. The higher the level of inconvenience or detrimental impact, the greater the responsibility for festival and event organisers to provide evidence of the benefits to community that will balance any loss of access, revenue or other negative repercussions.

Public Events on private land may require the organisers to advise or confirm proof of: Council development approval under state development law, a liquor licence, public liability insurance, a food business notification number, a pyrotechnics licence, and/or a Roadside Trading Permit in certain cases.

Events that fall under the exceptional categories listed sub-section 4.6 and in the Policy appendices may have additional guidelines and requirements that must be met. Where consultation is required a Consultation Report must be provided by the event organiser to inform Council assessment and decision-making.

A Festival and Event Organisers Toolkit has been developed to assist event organisers in preparing an application. This includes:

- A Festival and Event Application
- A Motoring Event Application
- Applications for consent to liquor licences and roadside trading (if applicable)
- Environmental Health requirements for animal handling and sale of food (if applicable)
- Requirements for road closures and traffic management plans (if applicable)
- Requirements for resident consultation and/or notification plans

The toolkit also outlines additional recommendations from Council for a safe and successful event. Festival and event organisers may be asked to provide evidence of the

following additional documents for Council's consideration when assessing an application: An Event Management Plan, Site Map, Risk Management Plan, Emergency Response Plan, Traffic Management Plan and/or Pyrotechnics Report.

5. COST RECOVERY

5.1. Damages

The Council considers festival and event organisers to have full responsibility for any damage to public property that occurs as a consequence of their festival or event. The costs associated with repairing such damage will be the responsibility of the organiser; however repair work should be undertaken in consultation with Council.

5.2. Event cancellation

If a festival or event is cancelled for unavoidable reasons such as inclement weather, the organiser is responsible for the notification to Council and the general public. The organiser will be responsible for any costs attributed to the cancellation of the festival or event. Festivals or events on Council or community land must automatically be cancelled on catastrophic fire days.

5.3. Fees and charges

Fees will generally not apply to community events. Council reserves the right however, to charge an administration fee for commercial festivals or events, commensurate with the scale of the festival or 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.

6. DELEGATIONS

6.1. The Chief Executive Officer has the delegation to:

- 6.1.1.** Approve, amend and review any procedures that shall be consistent with this Policy; and
- 6.1.2.** Make any formatting, nomenclature or other minor changes to the Policy during the period of its currency.

7. AVAILABILITY OF THE POLICY

- 7.1.** This Policy will be available for inspection at the Council's Offices during ordinary business hours and via the Council's website www.ahc.sa.gov.au. Copies will also be provided to the public upon request, and upon payment of a fee in accordance with the Council's Schedule of Fees and Charges.

8. APPENDICES

- (1)** Event Guideline No.1 – For Competitive Motoring Events
- (2)** Event Guideline No 2 – For Non-Competitive Motoring Events
- (3)** Event Guideline No 3 – For Events Involving Animals
- (4)** Event Guideline No 4 – For Sporting Events

Appendix 1

Event Guideline No.1

For Competitive Motoring Events

Guideline No.1 for Competitive Motoring Events

Adelaide Hills Council Festivals and Events Policy

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

A Motoring Event Application must be submitted for these events. Details of the application process can be discussed with Council's events staff.

Council Decision

Competitive Motoring ("Motorsport") Events that involve full or partial road closures will be subject to a formal Council decision on every occasion. Council will take into account information provided by the applicant in relation to the following criteria:

Community impact

- The likely impacts of the rally in regards to noise, nuisance, safety, number of participants and spectators
- The extent and impact of road closures for this event and other similar events within 6 months either side of the event
- The rigor of the public consultation process
- The results of public consultation
- Opportunities to increase community connections and volunteering
- Potential for community enjoyment

Economic impact

- Potential for economic benefit or detriment to local businesses
- Potential to attract additional visitors and economic activity to the region
- South Australian Tourism Commission support will be highly considered

Environmental impact

- A minimal impact on the natural environment by embracing sustainability principles and waste minimisation practices
- Minimal impact to flora and fauna including trees and stock

- Minimal impact on the built environment including (but not limited to) roads, signage, fences and other structures.

Road Closure Applications

Each Motoring Event Application received by Council will be assessed on a case by case basis in regards to road closures. The applicant must demonstrate that the section of road to be closed has a low impact on the community, or low level of opposition in relation to a road closure through consultation with all affected residents. The results of this consultation must be compiled in a Consultation Report to be provided to Council no less than three months prior to the event date for consideration.

When considering a road closure application, Council administration will take into account any previous year's consultation results and any negative or positive feedback received during and post event. Based on this feedback, event organisers may be asked to review their proposed routes.

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.

Planning and Notice of Road Closures

For events requiring road closures notice of intention to run the event requires a minimum of six months' notice, with a Motoring Event Application and Consultation Report to be received with a minimum of three months' notice.

Event organisers that receive Council consent for road closures must provide written notification of the road closures to affected residents and businesses* at least three weeks before the event occurs and provide Council with evidence of this occurrence.

Advanced warning and detour signage must be placed in appropriate locations around the area for at least two weeks before the event occurs. Council must approve the size and content of these signs at least three weeks before the event occurs. Event organisers are encouraged to remind affected residents and businesses of the road closure by text message or email at periodic intervals in the days leading up to the event. Organisers must also make traffic detour information (including maps) available online to Council and the community a minimum of two weeks before the event is conducted. Preliminary information about resident notification arrangements is required at the time of submitting the Motoring 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).

Practice Prohibited

Motorsport event organisers must instruct event participants that practising on the designated road before the event in competition cars is prohibited. Any use of public roads before the event is subject to normal road rules and conditions. .

Consultation with affected residents and businesses

Event organisers must undertake a consultation with all affected residents and businesses* and supply the results of this consultation to Council in a Consultation Report at least three months prior to the event before a final decision will be made. Preliminary information about consultation methods is required at the time of notification of the event to ensure a balanced approach is undertaken.

Contact information (excluding identifying data) of all affected residents and a model resident consultation letter will be supplied to the event organiser as soon as possible after a preliminary assessment of the application has occurred. It is recommended that all motorsport event organisers conduct resident consultation using the model letter provided and, if deemed necessary by Council or the event organiser, arrange public meetings for further public consultation. Council must approve the final consultation letter prior to providing resident contact information. Any resident feedback received directly to Council will be forwarded to the event organiser to address and to include in the Consultation Report.

Feedback from all forms of consultation is required to Council a minimum of three months ahead of the event. Any steps taken to mitigate community concerns should also be included.

A resident/business reminder letter of the event is required in conjunction with advance road closure signage (as above). Distribution of multiple sources of advance notice communication such as advertising, signage, email or sms and allowing residents to 'opt in' to receive further sms or email updates will be favourably considered.

*For the purposes of resident consultation in relation to road closures, an “affected resident” includes any resident or business that 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. Other residents with property boundaries adjoining or adjacent to the route may also be included in the consultation process if they could reasonably expect to be inconvenienced by the road closure and/or the conduct of the event.

Appendix 2

Event Guideline No.2

For Non-Competitive Motoring Events



Guideline No.2 for Non-Competitive Motoring Events

Adelaide Hills Council Festivals and Events Policy

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

A Motoring Event Application must be submitted for these events. Details of the application process can be discussed with Council's events staff.

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.

Council will take into account information provided by the applicant in relation to the following criteria:

Community impact

- The likely impacts of the rally in regards to noise, nuisance, safety, number of participants and spectators
- The extent and impact of road closures for this event and other similar events within 6 months either side of the event
- The rigor of the public consultation process
- The results of public engagement
- Opportunities to increase community connections and volunteering
- Potential for community enjoyment

Economic impact

- Potential for economic benefit or detriment to local businesses
- Potential to attract additional visitors and economic activity to the region
- South Australian Tourism Commission support will be highly considered

Environmental impact

- The impact on the natural environment and opportunities to enhance environmental outcomes by embracing sustainability principles and waste minimisation practices
- Minimal impact to flora and fauna including trees and stock
- Minimal impact on the built environment including (but not limited to) roads, signage, fences and other structures.

Road Closure Applications

Each 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 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.

The potential national and international exposure of a motoring event will also be taken into consideration alongside community support when assessing the impact of multiple or repeated road closures.

Planning and Notice of Road Closures

For events requiring road closures notice of intention to run the event requires a minimum of six months' notice, and a Motoring Event Application is to be received with a minimum of three months' notice. If repeated closure of the road has not already been approved by Council a Consultation Report will also be required at the time of application.

If road closures are approved, event organisers must arrange for advanced warning and detour signage to be displayed in appropriate locations around the event route for a minimum of two weeks before the event date. Organisers must also make traffic detour information (including maps) available online for Council and the community a minimum of two weeks before the event date. Preliminary plans for advance notice signage and communications arrangements are required when submitting the Motoring 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).

Consultation with affected residents and businesses

When applying for an inaugural event or repeated use of roads, event organisers must undertake consultation with all affected residents and businesses* and supply the results of this consultation to Council in a Consultation Report before a final decision will be made.

Contact information of all affected residents (excluding identifying data) and a model consultation letter will be supplied to the event organiser as soon as possible after a preliminary assessment of

the application has occurred. It is recommended that all motoring event organisers conduct resident consultation using the model letter provided and, if deemed necessary by Council or the event organiser, arrange public meetings for further public consultation. Any resident feedback received directly to Council will be forwarded to the event organiser to address and to include in the Consultation Report.

Feedback from all forms of consultation is required to Council a minimum of three months ahead of the event. Any steps taken to mitigate community concerns should also be included.

*For the purposes of resident consultation in relation to road closures, an “affected resident” includes any resident or business that 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. Other residents with property boundaries adjoining or adjacent to the route may also be included in the consultation process if they could reasonably expect to be inconvenienced by the road closure and/or the conduct of the event.

Appendix 3

Event Guideline No.3

For Events Involving Animals



Guideline No.3 for Events Involving Animals

Adelaide Hills Council Festivals and Events Policy

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

A Festival and Event Application must be completed for these events. Details of the application process can be discussed with Council's events staff.

Events involving animals as the main attraction will require a formal Council decision if to be held on Council or community land.

A formal Council decision may be required for support of events involving animals in entertainment activities, where there is potential to cause harm or distress to those animals.

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 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.

Appendix 4

*Event Guideline No.4
For Sporting Events*



Guideline No.4 for Sporting Events

Adelaide Hills Council Festivals and Events Policy

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

A Festival and Event Application must be completed for these events. Details of the application process can be discussed with Council's events staff.

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

Events that involve speed restrictions without road closures will be required to provide a Festival and Event Application and traffic management plan compliant with the *Road Traffic Act 1961* a minimum of two months prior to the event. If using any part of a state road, event organisers will also need to provide evidence of support from the South Australian Police and the Department of Transport and Infrastructure.

Events that involve road closures may be subject to a formal decision by Council.

For events requiring road closures notice of intention to run the event requires a minimum of six months' notice, with a Festival and Event Application and Consultation Report to be received with a minimum of three months' notice.

Event organisers that receive consent for road closures must arrange advanced warning and detour signage to be placed in appropriate locations around the area for at least two weeks before the event occurs. Distribution of other sources of advance notice communication such as advertising, letters, email or sms and allowing residents to 'opt in' to receive further sms or email updates, will be favourably considered. Organisers must also make traffic detour information (including maps) available to Council and the community a minimum of two weeks before the event is conducted. Preliminary information about these arrangements is required at the time of submitting the 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).

Consultation with affected residents

Event organisers may be required to undertake consultation with all affected residents or businesses* of proposed road closures and supply the results of this consultation to Council in a Consultation Report before a final decision will be made. Council Event staff will work with event organisers if consultation is required.

Contact information (excluding identifying data) of all affected residents and a model resident form letter will be supplied to the event organiser if consultation is required.

Feedback from all forms of consultation is required to Council a minimum of four months ahead of the event. Any steps taken to mitigate community concerns should also be included.

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

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

Sporting Events that involve motor sport should refer to Guidelines 1 and 2 for additional considerations.

*For the purposes of resident consultation in relation to road closures, an “affected resident” includes any resident or business that 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. Other residents with property boundaries adjoining or adjacent to the route may also be included in the consultation process if they could reasonably expect to be inconvenienced by the road closure and/or the conduct of the event.