



events

PORT STEPHENS

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Industry &
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Welcome

Port Stephens is a vibrant, diverse region that plays host to a wide range and a large number of events throughout the year.

Some of these events are held on land that is council owned or managed, and as a result, there are a number of processes and permits that may need to be followed to help you run your event effectively.

There is a wide range of things to consider as an event organiser, or event owner and this manual aims to point you in the right direction for necessary items and processes that can help in the planning, running and evaluation of your event.

All information contained in this document was correct at the time of publishing, however the soft copy of the manual is available for download on the Events Port Stephens website - and content is updated regularly. Visit www.eventsportstephens.com.au

Proudly funded by Industry & Investment NSW, and Business Port Stephens.

Disclaimer:

These guidelines are intended as a general guide for event organisers to assist them in the planning and management of their event. It does not substitute for professional advice on laws and regulations in individual cases. If readers still have doubts, they should consult the appropriate legislation or seek legal advice.

In addition to the information contained in this document, event organisers must exercise skill, care and sound judgement in event planning.

Although the information in this document has been carefully researched, Port Stephens Council accepts no responsibility for any errors and omissions that may have accidentally occurred within the publication.

Information contained in this guide will be subject to change.

Introduction

Events have become increasingly popular as a form of entertainment and providing an attraction to a region or creating an identity for that region.

Different organisations hold events for different reasons:

- To grow pride in a local region
- Drive economic benefit to a region/city or town
- To brand a particular area/region/town
- To create employment opportunities
- To promote specific interests and activities
- To promote/commemorate specific occasions - e.g. Australia Day

Events can stimulate a number of positive flow-on effects in a community, and whilst the immediate economic boost to the local economy is an easily measurable outcome, other short and long term benefits include:

- the social and cultural development that an event can stimulate
- opportunities for people to interact with each other on a different level and feel a stronger connection to their community
- the introduction of new experiences and activities to a region

It would be impossible to provide a resource, a manual or instructions that are a “one size fits all” because each event that is held in the Port Stephens region has its own identity and target market.

This manual is designed to help on two levels.

Firstly, it offers some direction at a strategic level, providing a variety of planning tools and planning structures, suggestions and methods for event organisers when designing their event, or giving a fresh look and feel to an existing event.

It then aims to provide operational direction on the processes and procedures of the logistics, permits, regulations and rules that it may be necessary for events to be aware of and follow when planning and staging an event in the Port Stephens region.

Strategic Considerations in Managing your Event

1. Key issues in event management
2. Planning – how to get your event started
3. Foundation steps – hints on where to begin
4. Organisational Structure of your event management team
5. A guide to involving local businesses in your event
6. Identifying stakeholders

Key legal issues in Event Management

The organisation of any event, however big or small, is always likely to involve a selection of legal requirements, including (but not limited to):

- Contracts - e.g. with suppliers, performers and sponsors
- Duty of care
- Insurance
- Ownership of intellectual property
- Copyright issues

It is advisable to raise and address these issues at the beginning of the planning for your event, to ensure that you have sufficient time to organise and cover all requirements.

The preparation and planning is vital with these legal issues, as it will avoid potentially costly penalties and implications down the track.

Planning - How to Get Your Event Started

Planning an event, however big or small it is, is divided into 2 distinct stages

1. Strategic
2. Operational

Let's explore the strategic planning first, which is all about creating the essence, the heart and the structure of your event, which is what will attract and interest people into attending your event.

This strategic planning is also an important component of understanding the long term viability of your event, as well as its community and economic impact.

When you are developing your event concept, you should address the following issues to allow you to move everyone in a common direction by agreeing on a mission statement and objectives.

a) What is the event?

Your event will be competing with other activities on the day or night or week that it is being held, so it is important to have a clear vision of what it is you are staging and offering.

b) Why is the event being held?

Identify what the benefits might be to the local community, as well as to local businesses, in order to determine why your event is being held.

c) Where will the event be held?

This is vital to the "take home" experience that an event visitor will have. Clearly define the location you wish to create your event in, and from that location, the essence of the event grows.

d) How long will you need to allow for permits and approvals?

You can refer to the applicable sections of this manual to see what might relate to your event.

e) When will the event be held?

Look through local calendars, identify potential clashes, public holidays, school holidays and

any seasonal factors that can have a positive or negative influence on the time of year chosen to hold your event. Check the calendars on www.eventsportstephens and www.portstephens.org.au

f) Who is the target market?

This is extremely important to help you maximise your opportunities to promote the event and to therefore maximise your attendances and visitor numbers.

In your strategic planning for the event, the following issues are the next to be addressed, after the what, why and where questions have been answered:

a) Timing

The committee or those involved in organising and executing the event, need to think carefully about whether they have enough time to plan and deliver the event?

b) Acceptance and Enthusiasm

Is the event you are proposing answering a need in the community?

Is it a commercially focussed exercise?

Have you done any research into the demand for your event?

c) Determine the feasibility of the event

Identify all the requirements of the event, and compare these with the existing and potential resources that you have available to your event. If you determine that the potential benefits outweigh the cost, effort and associated risks of staging the event, then it is feasible to go ahead with further planning and ultimately, staging the event.

d) Site selection

Picking the right site is a big factor in the overall success of the event, some important things to consider include:

- Making sure the site can serve the infrastructure needs of the event and the event stakeholders
- How adaptable the site is to wet weather conditions - and what is your back up plan?
- How much shade and shelter is provided?
- What the site's maximum capacity is?
- Is the site easily accessible - for able bodied and disabled attendees?
- Consider who owns this land or space, and what permits and approvals you might need to secure it

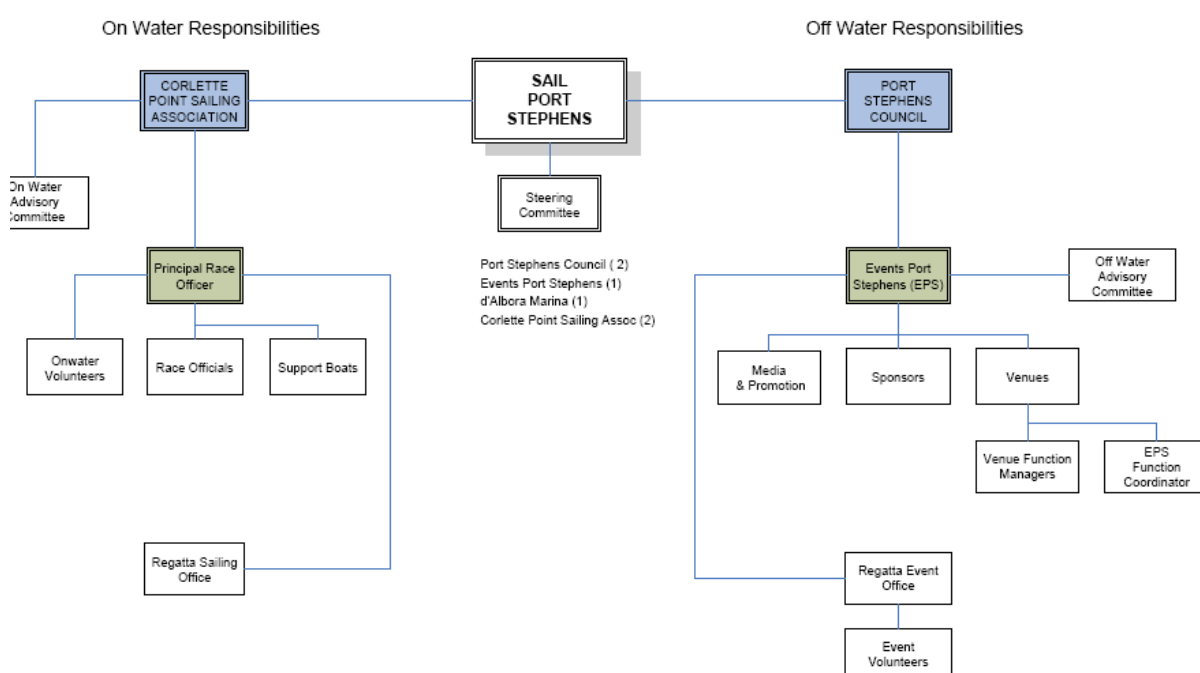
Foundation Steps

- Draw up a draft budget - taking into account the expenses you may have, as well as potential sources of income, and funding. It is wise to not rely on any funding or income sources to prop up your event, until you have the money in the bank!
- Qualify and quantify your available resources - human and material - think laterally about where and from whom you might be able to acquire resources.
- Decide on the structure of your event, and from there, you can break it down into program elements. This will allow you to form designated task lists for the components of your event.
- Establish and agree on an organisational structure for your events committee, and assign areas of responsibility to committee members.
- Develop a marketing plan, complete with timings, to maximise the exposure opportunities, whether they be paid advertising or free, community generated exposure.
- Develop a PR/media plan – whilst this dovetails with the Marketing Plan and helps support the marketing objectives, it is a separate document with an individual set of actions.
- Approach your insurance broker for advice on appropriate insurance cover for all aspects of your event.

Organisational Structure

Depending on the size and duration of your event, you will need to have a defined, easy to understand organisational structure that clearly explains the areas of responsibility, leading up to, during and post event.

An example of what that organisational structure might look like is:



In the lead up to an event, it is important to have a regular schedule of meetings to keep the committee informed of overall planning and progress, as well as keeping stakeholders in the loop.

The initial meeting should generate a project plan or list of tasks and responsibilities to be delegated, and that list/plan needs to be maintained and updated at each meeting, to create a new list of action items for all parties as the timeline marches forward for the event.

This will assist a great deal in making sure all items are addressed, discussed and actioned - contributing to the overall success of the event.

Involving Local Businesses in the Event

It is important to keep the local business community well informed of the activity surrounding your event, whether it be greater numbers of people in the area for the duration of the event or expected increases in demand for accommodation and food.

Through the local chambers of commerce or business committees, circulate a newsletter or a series of newsletters/updates leading up to the event, keeping all local businesses informed of the opportunities for increased patronage of their businesses and shops, as well as a conservative estimate of the number of visitors you might be expecting for your event.

It might be appropriate to communicate with them up to 6 months before the event to determine if they are interested in providing any special offers to event visitors, the aim being to stimulate as much positive economic impact on the business community as possible, and to make them feel engaged in the event.

You'll need to clearly communicate the potential benefits, and if appropriate, map out ways that you can provide support to help them create business focussed retail promotions that clearly link them to the event. There are local chambers of commerce across the various regions of Port Stephens including:

- Nelson Bay
- Raymond Terrace
- Karuah
- Tilligerry

There is a contact list for these organisations on at www.eventsportstephens.com.au

Having stakeholders involved like the local chambers of commerce could assist in your planning and execution of the event.

Who are your stakeholders?

Closely connected with the process of connecting with local businesses identifying who your local stakeholders might be – a suggested list to start on would be:

- tourism bodies/organisations
- community groups
- economic development officers
- council
- any related charity groups
- educational institutions – e.g. universities and schools
- local entertainers and artists
- existing and potential sponsors

Human Resource Management for your event

At the centre of every event's success, there is an important element of managing the people involved in the event, and to make the most of everyone's skill sets and time, take the following things into consideration:

- Clearly identifying the tasks necessary to deliver the event.
- Determining the skills required to complete those tasks.
- Calculating how many people will be required to complete the tasks effectively and efficiently – make an assessment of what is a good number of people to have involved. Too many will mean that there is not enough work to go around, and too few will mean that people's time and energy will be stretched and often compromised.
- Providing an adequate training or briefing program so as everyone involved is aware of their tasks and responsibilities, leading up to, during and after the event.
- Getting the right people involved in your event will be an integral factor in its overall success - approach some of your local stakeholders to determine whether they are able to contribute human resources through existing programs they may have with community groups etc.

Marketing your event

The approach to marketing your event will be different based on its core structure.

When you are planning the marketing for your event, ask yourself what the objectives of your marketing campaign are – some examples might be:

1. To get competitors to enter and participate
2. To get people to pre purchase tickets to your event
3. To generate awareness of your event and encourage people to attend

There are a number of events where the activity and core selling points fall into one or more of the categories.

One of the key drivers of marketing an event is to establish and maintain contact with participants and attendees and keep in touch with what motivates them to attend your event – ensuring that those motivations are taken into account when you are planning the event’s structure and program.

The key is to promote and sell the concept and feel of the event.

It is not always necessary to have a large budget to promote your event – tap into local community noticeboards and write informative articles about your event for submission to local publications.

Scan through the local newspapers and research what journalists you might be able to target to write stories about your event, both pre and post event. For example, if your event has a water or boating theme, then you’d get in contact with the journalist who writes the boating column in the local newspaper.

A number of radio stations have a free community/event noticeboard as part of their online presence and these events are often mentioned on air.

Determine whether you can provide additional information or interesting people associated with your event, and get in contact with your local radio and TV stations - particularly in regional areas, there is often opportunity to build relationships with journalists and newsrooms who are hungry for local content, but don’t have the human resources to cover and get to a lot of the activities and events happening in their region.

Identify the Selling Points

Compile a list of things you believe to be interesting, quirky, appealing and relevant to the local region about your event, and offer these to the local newsrooms - indicating that you can organise interviews and make the process easy for them, both before, during and post event.

Investigate whether there is the opportunity for viral marketing of your event through email or on websites. The members of the organising committee will all have a selection of email contacts between them - perhaps it could be something as simple as a colourful PDF promoting your event and distributed to everyone’s known email contacts, encouraging them in turn to forward it on to anyone they think might be interested.

This is a low cost and potentially highly effective way to get in touch with a lot of people, and convert them to being participants, competitors, visitors or spectators to your event.

Sponsorship

Event sponsorship can be used by businesses, large and small to promote their brand, expand awareness of a particular product, or establish a greater presence in the community in which the event is being staged.

With pressure on marketing budgets in challenging economic times, the key to attracting and securing sponsors for your event is providing benefits that address the sponsor’s needs and marketing objectives.

Ultimately, their involvement in the event would need to end with a measureable return on investment - the days of putting money into an activity as a good corporate citizen are numbered, if not history!

Be realistic with the sponsorship monies that you propose and wherever possible, equate the suggested contract fee with an offering of benefits and opportunities that have the potential to match or be more than the dollar value.

You'll need to clearly articulate where the exposure opportunity is and to potentially how many people.

If you have any further demographic figures, like the expected age ranges of those who will attend the event, this will also help marketing teams determine whether an association with your event is going to potentially reach their current target market, or whether it will help them be exposed to new and emerging markets for their product.

Sponsorship is generally viewed as a middle to long term commitment, with the benefits becoming more tangible and measureable as the relationship deepens.

Depending on who your sponsorship targets are, it would be wise to incorporate long term plans into your strategy to grow together.

Sponsorship Strategy

The strategy for acquiring sponsors for your event should take into consideration the following:

- What brands or businesses match with your event and it's attendees
- Do you offer a structured tier of sponsor positions (e.g. gold, silver, bronze), these levels would clearly reflect varying degrees of investment and benefit
- Do you have the resources (time and labour) to manage the needs of a sponsor

Your sponsorship proposal should include the following:

- An outline of the exposure opportunity and potential placement of the sponsor
- Details of the event - its history, background and demographic/socio-economic figures
- Information about existing sponsors and their time commitment to their event
- Clear outline of the potential benefits for the sponsor
- An indicative entry cost to the sponsor

If you are targeting large brand name companies, chances are that their marketing department and sponsorship managers receive hundreds of proposals and requests for sponsorship each and every year, so getting the initial details right is important.

Check and double check that you have their name and title correct – if you are sending out proposals to a number of organisations at once, using the same document and changing the names and addresses, do make sure that you get the details correct for each one.

Evaluation and Measurement of your Event both for you and the Sponsor

Evaluating the successes and key learnings of your event is important for sponsors, helping them understand where they have addressed or satisfied their marketing objectives, which in turn assists in determining the return on investment.

Evaluation is also important for the long term planning, improvement, adjustment and decision making in your event.

It helps determine a wide range of variables that contribute to the overall success or failure of the event, and the statistical data compiled year on year in the evaluation process, will potentially help support any applications for government funding or resource support.

There are a couple of components of the evaluation process to consider:

1. Pre-event evaluation – a bench mark of where the event is placed – some targets set and goals agreed on by both parties
2. On-site evaluation – this is conducted amongst your event public during the event – keep it as simple as a one page multiple choice questionnaire that captures basic economic, geographic and socio-economic data.
3. Post event evaluation – documenting what worked, what didn't, what needs to be improved and what can stay the same – this is best represented by a collection of feedback from key stakeholders and resources within the event and its organising committee.

The information collection form for the on site evaluation is available to download at www.eventsportstephens.com.au

It is important to allocate the time and resources to be able to collect this information from your event attendees, participants and competitors.

It will be of great assistance to you when applying for any government grants or funding, as well being able to give potential sponsors a true and accurate picture of the demographics of people attending your event.

Evaluation Data and why you ask the Questions

An example of what data you might collect on site during your event:

Male or Female - to determine who the event is appealing to
Residential post code - to determine where your visitors and attendees are coming from?
Age group - this will help with marketing strategies
Did you bring children - this helps to understand the demographic of people attending
Where did you stay - this will help determine where the accommodation demands are
For how many nights? - this will help with planning activities and future timing
Where did you hear about this event?

This will help with marketing plans and advertising spend for future events and help you track the effectiveness of where you have advertised the event.

How much money do you estimate you will spend per day during this event – counting accommodation, food and transport?

This will help determine the economic impact of your event and be of significant assistance when you want to apply for state or federal government grants, or when you are presenting a proposal to potential sponsors.

With data like this, you are able to demonstrate the spending habits and consumer profiles of the critical mass that assembles at your event – making it easier for potential sponsors to understand where and how they will be able to connect with your event participants.

Would you come back again next year?

This helps determine the popularity of the event and project some future participant figures.

Would you encourage others to enter/attend?

This will help determine whether you are building a word of mouth network and whether you've got some third party endorsement in your target market.

How did you get to Port Stephens?

This helps determine the transport strategies for the event and identify potential areas of growth for interstate numbers – based on the method of transport they use.

How would you describe your experience in Port Stephens?

This will help with feedback to improve your next event.

Operational Considerations

So, you've done all the strategic planning and the planning for your event is well underway.

There are a number of things in the operational planning, that you have probably already considered in your strategic planning and the following section of the manual is designed to guide you through some of the operational considerations

We've included a number of things that may need to be addressed and/or approved, as well as offering you some guidance in areas where Port Stephens Council may be able to assist with your event. Many of the applications referred to in this section will incur fees. Please keep this in mind for your budgeting process.

To ensure your event has the best chance of running smoothly, here is a checklist of government authorities that you are likely to need to, at the very least, keep informed of your event structure and timing. You may also need to apply for a series of permits and/or request resource support where necessary.

Local Police

If you need the presence of local police at your event, a user pays charge may be applicable. If your event has the potential to disrupt traffic flow, police must be informed well before the event gets underway so as appropriate traffic management plans can be put in place.

In the Port Stephens region, depending on where you are holding your event, your inquiries should be directed to the Local Area Command office or the Police Station most local to where your event is being staged.

You should aim to supply the relevant office or station with a detailed brief containing the following:

- What activity your event involves
- How many people you are expecting to attend your event
- Any traffic issues that you and your organising committee foresee
- Details of whether alcohol is a feature/component of your event
- The timing of your event – dates and operational times
- You'll find the contact numbers on the NSW Police website – www.police.nsw.gov.au

Port Stephens Council

There are a number of areas that Port Stephens Council may need to be informed, or get involved in the organisation of your event, and/or assist with the logistics of various permits and licenses. We will go into this in more detail in various parts of the operational section.

Resources

There are a number of local businesses that supply goods and services to the local event industry. There are a number of categories and contact details listed under Tools for Event Owners on www.eventsportstephens.com.au

Risk Assessment

On-site safety at an event is paramount, the general public expects to be able to enjoy your event in a safe and secure environment. The event owner and committee members are responsible for identifying potential hazards, right from the planning stage through to the actual event, and work collaboratively to implement solutions.

Using Port Stephens Council's risk assessment form and matrix, consider all the activities that take place at the event and include an on-site inspection. This assessment form and matrix is downloadable from the Events Port Stephens website.

A comprehensive risk assessment should identify all potential risks to your event.

Common problems encountered at events include:

- Holes in grounds, walkways or footpaths
- Marquee pegs in thoroughfares
- Electrical leads on ground
- Unplugged electrical equipment
- Overcrowding in car parks

- Mixing vehicular and pedestrian traffic
- Uneven stage floor or performance space
- No hand washing facilities at food handling stalls

Insurance

You must ensure that your event is covered by Public Liability insurance. If the event is to be held on Council land or in a Council facility, your insurance policy must be to a minimum limit of indemnity of \$20m and must note the interests of Port Stephens Council.

Your application to Council must include your Certificate of Currency for Public Liability insurance, the time, date and location of the proposed event and the anticipated number of attendees. You must attach a copy of the program of activities and a comprehensive risk assessment.

All participants in your event, such as entertainment providers, food vendors, marquee suppliers, market stall holders etc, must also provide you with evidence of their current Public Liability Insurance. You may also need to obtain evidence of other participants' Workers Compensation insurance and Motor Vehicle insurance if your event involves registered vehicles. You will need to obtain the Certificates of Currency in advance of your event.

Incident Reports

You will need to complete an Incident Report if any attendee or participant at your event suffers an injury, loss or damage, or the facility itself is damaged in some way. You should have hard copies on site at your event.

Emergency Response/Incident Management Plan

As part of your risk assessment and risk management of your event, it is necessary to have an Emergency Response or Incident Management Plan that is communicated across all members of the organising committee and all other relevant stakeholders.

There should be hard copies of the Plan on hand at your event, and distributed to the appropriate stakeholders. The plan will consolidate information concerning contact details and procedures which will be of vital importance should an emergency arise during the event.

Noise Levels

Events can create noise levels much higher than normal and equipment like music amplifiers, refrigerators, generators and crowds all contribute to those noise levels.

If your event is held in close radius to a suburban or urban built up area, it will be necessary to monitor the levels of noise produced by the event to minimise any disruption to local residents and businesses.

Noise pollution at events is quite often the most common cause for complaint to authorities from the surrounding community. Where noise levels may exceed a reasonable level, you may need to obtain a permit from Port Stephens Council. You'll also be required to notify residents and the local community about the expected noise levels, and the time at which these are likely to occur.

Please allow sufficient time (a minimum of 12 weeks) for any permits you may need to acquire.

Amusements and Carnival Equipment

Machinery, certain vehicles, tools and equipment are described in the Occupational Health and Safety legislation as "plant" or "prescribed equipment". Plant includes certain structures such as scaffolding and amusement ride structures.

There are various responsibilities and obligations with regard to public safety.

A proprietor of prescribed equipment must ensure that the equipment, when used, is safe and without risks to health and that the operators of such equipment are suitably licensed and trained; and that such equipment is appropriately inspected and maintained.

*There may also be a need for an annual certification by a structural engineer.

For more information about the necessary permits required for amusements and carnival equipment, please contact Port Stephens Council to gain the necessary approvals under the Local Government Act (ref: Section 68).

Without the approval permits, your event may be in breach of the Protection of the Environment Operations Act.

Fireworks

If you are planning to discharge fireworks or pyrotechnics at your event, you must:

- ensure the fireworks are carried out by a licensed pyrotechnician
- advise the relevant safety authorities e.g. local fire brigade and local police
- obtain a copy of the notification of intention to discharge fireworks from the pyrotechnician

Further information on fireworks is available in the Appendix: Guidelines for Fireworks

Parks and Ovals as Event Locations

There are a number of parks and ovals in the local government area that are available for hire for events. There are also a number of halls and facilities available.

A comprehensive list of these facilities and the procedures for reserving them or setting up infrastructure on them is available at www.eventsportstephens.com.au

There is also a number of venues listed on the website that are both potential event locations and accommodation suppliers for events.

Traffic Management and Road Closures

If your event will impact on vehicle or pedestrian movement in a public open space, then you will need to compile a traffic management plan for your event as part of the approval process allowing your event to proceed.

A traffic management plan identifies the roads, car parks and footpaths affected by your event. It should identify the following:

- The roads and streets to be closed
- Time of closure
- Alternate routes
- A clearly drawn map of the proposed area must accompany applications for road closures, street parades and street activities

To proceed with a road closure application, event organisers must apply to Port Stephens Council in writing for the appropriate permits. Applications for small road closures must be made 28 days prior to the event, and for major road closures, applications must be lodged 3 months prior. Forms are downloadable from the Events Port Stephens website.

Roadway Signage

Participants and spectators need to know where your event is, and how to get there.

The directions and location will be listed on your website and in various marketing materials in the lead up to the event, but it is likely that you'll need to consider directional signage on roadways leading into the event site immediately prior to and once the event is underway.

These roadway signs will need approval from Port Stephens Council and possibly notification to local police or the RTA. It is recommended that event organisers discuss with Council which roads are controlled by which authorities and what rules, standards or regulations may apply to erecting roadway signage.

Please contact the Facilities and Services section at Port Stephens Council for further information.

Patron Access and Disability Patron Access

Patron access to events must be planned to ensure that there is no disruption to neighbouring businesses or homes, and to ensure clear access for emergency services, volunteers and event staff.

Where public transport is not available, or where the event is to conclude after normal public transport options are available, the event organisers may need to make arrangements to:

1. Provide adequate car parking, including overflow car parking
2. Source private transport operators and providers
3. Provide advance notice of the event to local taxi companies
4. Clearly sign post the designated pick up and drop off points for public transport

It is advisable to include information about transport and access in your marketing and media activity prior to the event.

You could also consider including all transport and access information on the ticketing sold pre-event.

Reference: Accessible Events – [Meetings and Events Australia]

It is an offence to discriminate against disabled people under the DDA Act.

Waste Management

Events can generate a lot of rubbish! It is important to pre-plan your waste management - and think about how much waste you might need to cater for at your event – and whether the existing bins can handle this volume.

Assume your event will generate 1 litre of waste per person per meal (i.e. if you are expecting 2000 people to your event, which will run over 2 meal times from lunch to evening).

The formula to calculate the number of bins is as follows:

2000 x 2 meal times = 4000 litres of waste generated
divide 4000 by 240 (a standard wheelie bin is 240 litres) = 16.6
You will require 17 wheelie bins.

You may need to organise additional bins and/or consider an increase in rubbish collection service times for your event. It is vital that you provide sufficient rubbish bins for your event, and it is the responsibility of the event to ensure that the site is left in a clean state after the event.

Port Stephens Council Waste Services can help you with this planning and advise costs and processes involved to organise additional bins and pick ups. Please contact Waste Administration Officer on 0249 800 180 for further information.

Port Stephens Council encourages recycling and waste minimisation practices at events, and can provide advice, resources and tools to help you make your event have less impact on the environment.

If you are interested in using recycling bins at your event, and would like some help contact Council's Waste Minimisation Officer on 0249 800 134.

Food

Some events are purely focussed on food, like a “food and wine festival”, whilst others might not have food as a central attraction, but it is still a necessary and colourful part of the event.

There are a number of things to consider for event catering:

- A theme
- How stall holders will access services like power and waste disposal
- What space/designated area is allocated to food?
- Have local restaurants and food outlets been informed of the event, and given an anticipated crowd number to expect over the event’s duration
- Food stalls and event catering outlets need to comply with the Food Act 2003

Each vendor and stall must have a temporary license, obtained from Port Stephens Council to operate at an event. Details of this can be found in the temporary event guidelines and food premises application, located on the Events Port Stephens website.

Please allow four (4) weeks for the processing of this license – stall holders need to send their details to the Environmental Health Officer - please phone 0249 800 320 for further detail.

In addition, Port Stephens Council have adopted a code for mobile food vans that must be complied with. For further details, please refer to appendix: Code for Construction.

Alcohol

If you intend to serve alcohol at your event outside of an existing licensed premise, you will need to obtain a liquor license from the NSW office of Liquor, Gaming and Racing. For more information about this, please go to www.olgr.nsw.gov.au

Alcohol Free Zones

If your event is proposed to be located in an existing council Alcohol Free Zone, you’ll need to apply to council for a suspension of the zone. An application for this suspension is located on the Events Port Stephens website.

These alcohol free zones are in specific areas and will require at least 3 months notice to have the zoning lifted. For a detailed map of these areas go to the Port Stephens Council website – www.portstephens.nsw.gov.au

Toilets

Depending on the location of where your event is to be held, free standing sanitary facilities may need to be hired in for the duration of your event, including toilets and wash basins.

Suggested ratios to consider are listed in the toilet calculations table at www.eventsportstephens.com.au

The number of toilets required will be calculated based on the type of event and number of patrons expected, as well as the duration of the event.

There are a number of things to consider including:

- Time of year (summer vs. winter)
- Will alcohol be consumed (alcohol increases toilet usage)?
- Will food be consumed?
- Are there existing facilities on the site already?
- Duration of the event (how many hours will it run for?)

The number calculated will also be based on rationales included in the building code.

Development Applications (DA) for Events

Due to the wide and varied range of events – as well as the individuality of each event held in the Port Stephens LGA, some events will require a DA Approval. Please contact the Duty Planner at Port Stephens Council for assistance in determining the requirements for your event.

Should you need a DA, the operational considerations laid out in this guide will form the basis of what information you'd need to include in your DA*, as well as a site plan detailing the layout and nature of your event.

In your application, you'll need to provide:

1. 4 copies of your site plan
2. 8 x A4 copies of your site plan to notify adjoining properties

This will need to be laid out in a document titled "Statement of Environmental Effects". Please be aware that any DA's will incur fees in accordance with Port Stephens Council's fees and charges schedule.

First Aid

St John Ambulance Australia is the premier provider of first aid services at public events. St John Ambulance has a solid track record in the provision of first aid and pre-hospital care at a wide range of large and small events.

They are also the key providers of first aid services at major sporting venues, music festivals, public celebrations and other mass gatherings.

To get in touch with them about providing on site first aid at your event, go to www.stjohn.org.au

It is recommended to make contact with them as soon as you have the dates finalised for your event, as their services are in high demand. You may be required to pay a fee or make a donation to the organisation to have their volunteers onsite for your event – this is a small price to pay to ensure the safety and well being of people involved in your event.

Crowd Management and Security

Different events will have different types or combinations of security requirements , and it's important to plan what you need based on your anticipated numbers, with room to expand and react to increased patronage.

If you are confused about where to start with this, speak with security companies who supply security services for events and they will be able to give you an idea of what to plan for, based on their experience.

Some suggested companies in NSW include:

<http://www.snpsecurity.com.au>