

Community Events

Policy

January 2019

Table of Contents

<i>PURPOSE</i>	2
<i>CONTEXT</i>	2
<i>DEFINITIONS</i>	2
<i>SCOPE</i>	3
<i>EXEMPTIONS</i>	3
<i>OBJECTIVES</i>	3
<i>COMMUNITY BENEFIT AND CULTURAL EXPERIENCE</i>	3
<i>COMMUNITY SAFETY AND CAPACITY BUILDING</i>	3
<i>VISITATION AND ECONOMIC IMPACT</i>	4
<i>COUNCILS ROLE</i>	4
<i>APPROVAL AND SUPPORT OF COMMUNITY RUN EVENTS</i>	4
<i>EVENT ATTRACTION</i>	4
<i>PARTNERSHIPS AND OPPORTUNITIES</i>	5
<i>RELEVANT LEGISLATION</i>	5
<i>REVIEW</i>	5

PURPOSE

The purpose of the Community Events Policy is to outline the Council's responsibility for community events held in the Central Coast.

CONTEXT

The Council recognises that events and festivals can play a key role in building strong communities through:

- . Providing opportunities for cultural enrichment, leisure, arts and sport;
- . Enhancing the Central Coast's sense of place through enriching community identity;
- . Promoting economic benefits for host communities and building the profile of the area;
- . Fostering partnerships, collaboration and communication within the community;
- . Promoting social and cultural experiences;
- . Creating volunteer participation and skill development opportunities; and
- . Enhancing civic participation and pride.

DEFINITIONS

Council – the Central Coast Council

Event – a gathering of people, which is free or ticketed, at a predetermined location, for a specific purpose, for a specified time, which occurs in either a public space or within a building. Examples include: festivals, shows, markets, carnivals, live outdoor entertainment, business conferences and exhibitions.

Council event – an event organised by the Central Coast Council for the Central Coast community.

Community Event – an event delivered by a community organisation or professional event organiser for the Central Coast community.

Regional Event – an event held within the Central Coast area that attracts a high level of outside (non-resident) visitors. These are generally large-scale events.

Impact on Community – examples include, but are not limited to: pyrotechnics and fireworks, traffic and car park congestion, road events, temporary structures, amplified noise, restricted use of public spaces, large gatherings of people and lengthy event set up and pack down.

SCOPE

This Policy applies to community groups and professional event organisers who stage events within the Central Coast area for the enjoyment of the Central Coast community. Council events are to be delivered in accordance with this Policy.

The Council recognises the need for safe and successful events and seeks to work collaboratively with organisations to develop and provide a range of events for the Central Coast community.

The Council will not become involved in events held on private or Crown land, unless it is a Council event, or there is an impact on the community.

EXEMPTIONS

Activities of a small scale that do not interrupt the daily operations of the Council and usually only require a booking for the use of a Council building or public space are not covered by the Community Events Policy. These activities instead fall under the scope of the Council's Sporting Facilities Tenancy Agreements or Casual Hire Agreements.

Weddings and funerals are not covered by this policy unless there is an impact on the community.

OBJECTIVES

The future planning, development of and support for community events will be guided by the following objectives:

COMMUNITY BENEFIT AND CULTURAL EXPERIENCE

- . Use events to encourage the community to engage and connect with each other through participating in enjoyable experiences that increase their sense of belonging;
- . Encourage events that build the capacity of the community, fosters local talent and recognise artistic and cultural strengths;
- . Maintain and build on the mix of art, cultural, sporting and entertainment events that celebrate our local community.

COMMUNITY SAFETY AND CAPACITY BUILDING

- . Raise community awareness of, and compliance with, all Council and other authorities' legislative requirements for delivering community events;

- . Build the capacity and skill set of event organisers to deliver successful community events.

VISITATION AND ECONOMIC IMPACT

- . Use events to showcase and promote the Central Coast as a visitor destination and provide economic growth opportunities;
- . Ensure events activate our public spaces and seek to support and grow local businesses and industries;
- . Seek to partner with organisations that can deliver social, economic or environmental benefits to the community.

COUNCILS ROLE

The Council is committed to ensuring that events in the Central Coast are conducted safely, meet all compliance requirements, whilst minimising negative impacts upon the community.

The Council's role in community events is defined in three ways and outlines the support and delivery in each.

APPROVAL AND SUPPORT OF COMMUNITY RUN EVENTS

The Council will provide support, advice and information to community event organisers within the Central Coast.

The delivery of well-managed, safe, accessible, creative and innovative events that are responsive to community needs is important, and the Council will support the community to achieve this through provision of advice, event planning resources and the facilitation of training and development opportunities.

The Council will administer an event approval process and work collaboratively to confirm events meet the legislative requirements of Council and other authorities.

Marketing support may be provided, where applicable, to community groups to assist them in the promotion of their events to the broader community. This may include (but not be limited to) Council's website, community newsletters, digital event sign and social media channels.

EVENT ATTRACTION

The Council will work collaboratively with key partners to proactively and strategically plan to attract events that have significant social, cultural or economic benefits for the community. Once secured the Council will work with event organisers to assist with the approval and compliance, co-ordination and facilitation of these events to ensure they meet the legislative requirements of Council and other authorities.

The Council may also seek to develop its own regional events where there is the potential to create substantial economic, social and cultural benefits for the Central Coast.

PARTNERSHIPS AND OPPORTUNITIES

The Council may select to support, plan and/or host events in partnership with the community or commercial event organisers. Prior to the Council committing resources, the event would be assessed against the policy objectives to guarantee there is the potential to create substantial economic, social and cultural benefits. Clear contractual arrangements detailing responsibilities and liabilities will be established prior to Council being involved.

RELEVANT LEGISLATION

Local Government Act 1993
Public Health Act 1997

REVIEW

The Policy will be reviewed on a biennial basis to ensure its continuing suitability, adequacy, effectiveness and relevance.