

Event Management Plan Proforma

Version 1.0

Disclaimer: This proforma was compiled by Tweed Shire Council to assist event organisers with planning and managing events and festivals.
Please remember it is a guide only and you should check information with the appropriate authority as part of your event preparation.

Introduction

Tweed Shire Council is keen to support, develop and attract events that are fitting to the character and aspirations of the region and honour the spirit of the community. This proforma is designed to assist organisations with the planning of events to support that vision.

The Tweed Shire Events Strategy 2016-2020 sets Council's direction for a four year period and realigns the destination's position on events, with the desires of the community.

The Event Plan

Planning is the most important part of running a successful event, and this means starting well in advance. An Event Plan is the best way to approach planning and to ensure your events success. The information provided in this document is designed to walk event organisers through each step involved in organising an event. Please be mindful this is a guide only and there may be additional information or requirements that are not necessarily included in this document that may be required for specific events.

1.0 Events Details

In this section you should provide a general overview of your event and be as specific as possible about the activities you are proposing to conduct.

1.1 Event Manager

The Event Manager is responsible for the overall management of the event, including but not limited to, organising, resourcing, human resource management, financial management, risk management, media management, adhere to compliance requirements, troubleshooting and liaison.

Name	<input type="text"/>		
Organisation	<input type="text"/>		
Address	<input type="text"/>		
Telephone	<input type="text"/>	Mobile	<input type="text"/>
Email	<input type="text"/>	Website	<input type="text"/>

1.2 Event Details



When selecting the dates for your event it is a good idea to check whether there are any other events already planned at the same time in the region, or of the same theme, eg. food event, triathlon, to avoid clashes.

Refer Council's Calendar of Events - <http://www.tweed.nsw.gov.au/WhatsOn>

Name of event	<input type="text"/>			
Venue	<input type="text"/>			
Venue Address	<input type="text"/>			
How many people do you expect at your event?	<input type="text"/>			
Date/s of event	<input type="text"/>			
Multi-day events only to complete this section:				
	Bump in	Start	Finish	Bump out
Day 1	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Day 2	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Day 3	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Day 4	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Day 5	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

1.3 Insurance Details

An event organiser is a legal entity responsible for the event, that is, the entity who has taken out public liability insurance for the event. Managing a public event includes ensuring the safety of event organisers, volunteers, contract staff, event staff and the public. Legal liability and responsibilities are not diminished if the event is being conducted by community or not-for-profit organisation.



To be eligible for Council Events Sponsorship funding, conduct an event on land controlled by Council or in a Council managed facility the event organiser is to take out and maintain insurance to the value of \$20,000,000.00.

Name of Insurer	<input type="text"/>	Policy Number	<input type="text"/>
Expiry Date	<input type="text"/>	Value	<input type="text"/>

Attach a copy of Certificate of Currency

1.4 Description of the event

Describe the event (What is the main attraction or purpose of this event)?

List details of the type of entertainment / activities being provided:

Who is the target audience?

2.0 Planning for the event



Event organisers wanting to conduct an event on land controlled by Council or in a Council managed facility will need to consider the suitability of the space for the activity and complete an application form to book the space.

Note: Fees and charges applicable and are the responsibility of the event organiser, so ensure you consider this when preparing your budget.

2.1 Selection of a venue

Describe any modifications or special temporary structures required for this event:

In what way will access to the site need to be modified for the duration of the event:

2.2 Identification of Potential Hazards

When selecting a site, especially for an outdoor event, you will need to consider potential hazards, access into and out of the site for emergency services, and other needs such as pedestrians, traffic and shelter. Examples of potential hazards are listed below:

Activity	Hazards identified for each activity	Action to minimize
Weather	Inclement weather	
Noise		
Public Safety	Crowd control	
Temporary Structures	Marquees / Stages / platforms	
Gas cylinders		
Food poisoning		
Fireworks		
Amusement rides		
Fire		
Use of electrical leads		
Generators		
Lighting		
Traffic		

You will need to attach another page for the potential hazards relevant to your event



If an outdoor event, has a contingency plan been considered in the event of inclement weather? Your contingency plan should include a set of specific actions that can be implemented to reduce any negative impacts on the event if/when challenges arise.

2.3 Site plan

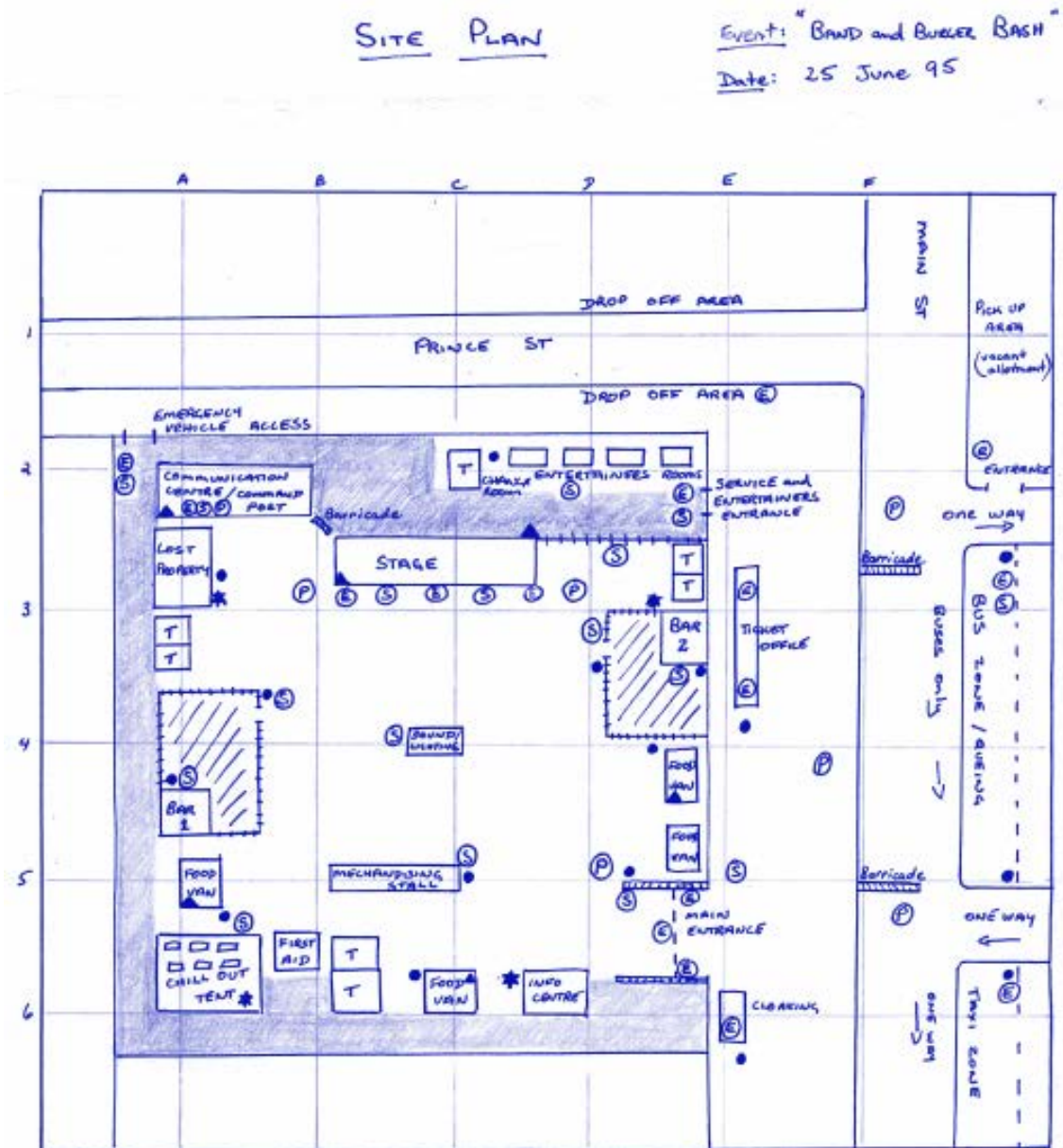
Use the checklist below to determine what must be shown on the site plan. The following list is not exhaustive:

<input type="checkbox"/> Incident Control centre	<input type="checkbox"/> First aid post	<input type="checkbox"/> Non-alcohol area
<input type="checkbox"/> Licensed liquor area	<input type="checkbox"/> Picnic/quiet area	<input type="checkbox"/> Non-smoking area (around food stalls)
<input type="checkbox"/> Entrances/exits	<input type="checkbox"/> Power/water/gas controls	<input type="checkbox"/> Taxi and bus stops
<input type="checkbox"/> Entertainment sites	<input type="checkbox"/> Stage location	<input type="checkbox"/> Toilet blocks / port-a-loos
<input type="checkbox"/> Food/vendors/stalls	<input type="checkbox"/> Pedestrian route	<input type="checkbox"/> Emergency access route
<input type="checkbox"/> Vehicle access routes	<input type="checkbox"/> Rubbish bins	<input type="checkbox"/> Security location
<input type="checkbox"/> Lost kids/property	<input type="checkbox"/> Drinking water	<input type="checkbox"/> Parking
<input type="checkbox"/> Firefighting equipment	<input type="checkbox"/> Restricted areas	<input type="checkbox"/> Media



Special requirements are in place for mobile food vans, temporary food stalls and food outlets at events. All enquiries regarding food regulation and legislative requirements should be directed to Council's Environmental Health Officers on 1300 292 872 or refer to Council's website - <http://www.tweed.nsw.gov.au/FoodBusinesses>.

EXAMPLE Site Plan:



LEGEND:

- Vehicle access
- barrier mesh
- alcohol consumption areas

- rubbish bins
- * drinking water
- ▲ fire extinguishers
- T toilets

- E Event Staff
- S Security Staff
- P Police

BAR 1 dimensions 30m x 15m

BAR 2 dimensions 25m x 20m

Event boundary 2m chain fence

You will need to attach another page for the site plan relevant to your event

2.4 Event ticketing and promotion

What is the focus or purpose of your event (eg. family fun, sporting contest, musical entertainment)

How is this explained in the promotion and publicity for the event:

Where is the event to be publicised and promoted:

How are you acknowledging your sponsors in all advertising, signage and other promotional material in respect of the event:

What is ticketing process for the event:

Will tickets inform patrons of important details relating to the event (including alcohol availability, behaviour expectations?

What is to be included in the price of the ticket?

2.5 Signage

Have you considered signage for attendees to find designated sites within the event, eg. toilets, first aid:



Event organisers wishing to erect directional / advertising signage for their event are to contact Council's Development Assessment Unit on 1300 292 872 to ensure the signs and their location are compliant.

2.6 Budget

Item	Budget Year beginning	Actual Year ended	Variance \$	Variance As %
Income				
Donations				
Sponsorship				
Ticket sales				
Merchandising				
TOTAL INCOME (A)				
Expenditure				
<i>Overheads</i>				
Administration				
Rent				
Telephone				
Bank charges				
SUB TOTAL 1				
<i>Artistic Costs</i>				
Fees				
Instrument hire				
SUB TOTAL 2				
<i>Site Costs</i>				
Marquee hire				
Portaloos hire				
Staff				
SUB TOTAL 3				
<i>Marketing Costs</i>				
Advertising				
Flyer print				
Program				
SUB TOTAL 4				
TOTAL EXPENDITURE (B)				
(B = Sub-totals 1 + 2 + 3 + 4)				
SURPLUS / (DEFICIT) A- B				

You will need to attach another page for the Budget relevant to your event

2.7 Traffic and Pedestrian Management

Attendee access must be planned to ensure there is no disruption to neighbouring businesses or homes and to ensure clear access by emergency services and event staff.



If the event is likely to impact in any way on adjoining properties – eg. noise, extra cars, road closures it is highly recommended that you contact the occupants well in advance of the event.

Has a Traffic Management Plan been developed for this event?

☐ Yes ☐ No

Is there parking for:

	Yes	No	N/A
Emergency Vehicles			
Key Stakeholders			
Disabled persons			
General parking			
Overspill			
Bicycles			
Park 'n' ride			
Buses			
Taxis			

Have adjoining property owners been contacted regarding this event?

☐ Yes ☐ No

How and when:

2.8 Road Closures



If you are planning a street based event on a local road you will be required to submit a detailed Traffic Management Plan for consideration by the Local Traffic Committee. Please contact Council's Roads and Stormwater Unit on 1300 292 872 to discuss timeframes.

Note: Fees and charges may be applicable and are the responsibility of the event organiser, so ensure you consider this when preparing your budget.

Do you require any roads to be closed for the event? ☐ Yes ☐ No

Street in which function is to be held:

Section to be closed:

Date of proposed closure:

From (time):

To (time):

Council approval received?

☐ Yes ☐ No

Evidence of notification to emergency services?

☐ Yes ☐ No

2.9 Incident Management

Ensure the Incident Control Centre is clearly marked on your site plan and detail where first aid will be provided. Also ensure exit/evacuation points are clearly marked on the site plan.

How will communication be conducted on the day of the event with event officials:

How will communication be conducted with the public?

Have event volunteers been briefed on how and where incidents are to be reported? ☐ Yes ☐ No

How will communication be conducted in the event of an incident eg. portable handheld radios / mobile phones?

If required, who will request further police and other emergency services assistance?

Will fire extinguishers be available on site? *mark on site plan* ☐ Yes ☐ No

Has a fire danger period been considered? ☐ Yes ☐ No

Do you have emergency power and lighting? ☐ Yes ☐ No

What arrangements have been made for lost or stolen property and lost children?

2.10 Toilets



Calculating the number of toilets required for an event is a matter for conjecture and there is no uniform Australian Standard. Rule of thumb is one toilet for every 60 guests however there are variables to that formula - are there more female guests than male guests, what is the duration of the event, and is alcohol being served at the event.

What is the expected number of patrons?

How many toilets will be provided?

Male

Female

Accessible

2.11 Waste Management



Tweed Shire Council supports sustainable practices for events eg. practices that minimise the impact on the local environment, including waste minimisation and disposal.

What arrangements have you made for extra bins to be provided for the day?

What arrangements have you made for the rubbish to be removed appropriately on the day?

What practices will be implemented to minimise the impact on the local environment, including waste minimisation and disposal:

2.12 Noise

Describe the activities/mechanisms likely to create higher noise levels at your event:

Describe how you will monitor and minimise noise levels

2.13 Security



Different types (and scale) of events require different levels of security and this should be determined as a part of your event's Risk Assessment. You may need to engage a security company to manage the crowd. The general rule is two security guards for the first 100 patrons and then one guard for every 100 patrons but will depend on the nature of the event.

Do you require any security for the event?

☐ Yes ☐ No

What type of security has been selected:

Contact

Firm

Telephone

Mobile

Email

Will you be fencing off the boundary of your event?

☐ Yes ☐ No

mark on site plan

Have the NSW Police been advised of your event?

☐ Yes ☐ No

Name

Station

District

Telephone

Mobile

Email

2.14 Temporary Structures



Ensure any temporary structures are installed according to specifications or by a qualified installer. It is important to take into consideration the site and weather conditions for the safety of attendees.

Will there be any temporary structures at the event?

☐ Yes ☐ No

Have you checked if a permit is required?

☐ Yes ☐ No

Details:

Stages and Platforms

☐ Yes ☐ No

Break-away stage skirts

☐ Yes ☐ No

Seating

☐ Yes ☐ No

Marquees / tents

☐ Yes ☐ No

3.0 General considerations

3.1 Management of Alcohol



Liquor and Gaming NSW oversees the regulatory framework for liquor activities across NSW, including liquor licensing, the serving of alcohol and the initiatives to reduce alcohol-related harm. For liquor license application forms and further information contact Liquor and Gaming NSW – www.liquorandgaming.justice.nsw.gov.au. For councils role in the operation of the NSW liquor laws, enquiries are to be directed to the Development Assessment Unit on 1300 292 872.



The drinking of alcohol is prohibited in an alcohol free zone that has been established by council. Public places that are public roads, footpaths or public car parks may be included in a zone. Council has established alcohol-free zones and for enquiries relating to these zones should be directed to Council's Environmental Health Unit on 1300 292 872.

Will alcohol be served at the event?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Is the event BYO or non-BYO event?	<input type="checkbox"/> BYO	<input type="checkbox"/> Non-BYO
Has a liquor license application form been completed?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
How will you tell patrons about the serving of alcohol, including that alcohol will not be served to minors and intoxicated patrons?		
<input type="text"/>		
How will underage patrons be identified?		<input type="text"/>
How will you inform event personnel, specifically bar and security staff, of their responsibilities about the responsible service of alcohol and the penalties for offences committed?		
<input type="text"/>		
How many bar staff do you intend to employ?		<input type="text"/>
What type of alcoholic and non-alcoholic drinks will be available at the event?		
<input type="text"/>		
What type of containers will be used to serve the drinks?		
<input type="text"/>		
What are the proposed liquor trading hours		
	Start	Finish
Day 1	<input type="text"/>	<input type="text"/>
Day 2	<input type="text"/>	<input type="text"/>
Day 3	<input type="text"/>	<input type="text"/>
Day 4	<input type="text"/>	<input type="text"/>
Day 5	<input type="text"/>	<input type="text"/>
How many alcohol dispensing and consumption areas will be available? <i>Mark on site plan</i>		
Dispensing areas	<input type="text"/>	
Consumption areas	<input type="text"/>	
How will the boundaries of the consumption area be defined:		
<input type="text"/>		

3.2 Use of a Drone



All aircraft operations, including the use of remotely piloted aircraft systems, will need to comply with all Civil Aviation Safety Authority (CASA) guidelines and any other requirements for safe aircraft operations.

Will a drone be used to record the event?

☐ Yes

☐ No

Evidence that operator licensed?

☐ Yes

☐ No

Comment:

3.3 Measuring the Event



Consider the size of your event and whether you intend to grow it to a level that could result in an economic and tourism benefit to the Shire. If so, what measures could be implemented to capture the number of participants / spectators / audience /visitors to your event?

Will you be measuring the economic and tourism benefit of the event to the Shire?

☐ Yes

☐ No

What methods do you propose using?

4.0 Compile a file



This is invaluable for not-for-profit community organisations or for professional event organisers who rely on a changing volunteer base.

Has a filing system / electronic record keeping procedure been established?

☐ Yes

☐ No

Who is responsible for maintaining?

Documents to be kept? *Examples only*

- | | | |
|--|---|---|
| <input type="checkbox"/> Event Management Plan | <input type="checkbox"/> Outward correspondence | <input type="checkbox"/> Contracts |
| <input type="checkbox"/> Committee members | <input type="checkbox"/> Emergency plan | <input type="checkbox"/> Accounts |
| <input type="checkbox"/> Stakeholder contacts | <input type="checkbox"/> Media releases | <input type="checkbox"/> Acquittals |
| <input type="checkbox"/> Record of meetings | <input type="checkbox"/> Event program | <input type="checkbox"/> Employment records |
| <input type="checkbox"/> Sponsorship letters | <input type="checkbox"/> Site plan | <input type="checkbox"/> File notes |
| <input type="checkbox"/> Licences / permits | <input type="checkbox"/> Tickets | <input type="checkbox"/> Quotes |
| <input type="checkbox"/> Applications | <input type="checkbox"/> Promotional material | <input type="checkbox"/> Press articles |
| <input type="checkbox"/> Inward Correspondence | <input type="checkbox"/> Logos | |



When the event is over it is a good idea to organise a debrief meeting with key stakeholders to record what worked well, what are the plans for the event into the future, how could the event grow and can new elements be introduced into the event.