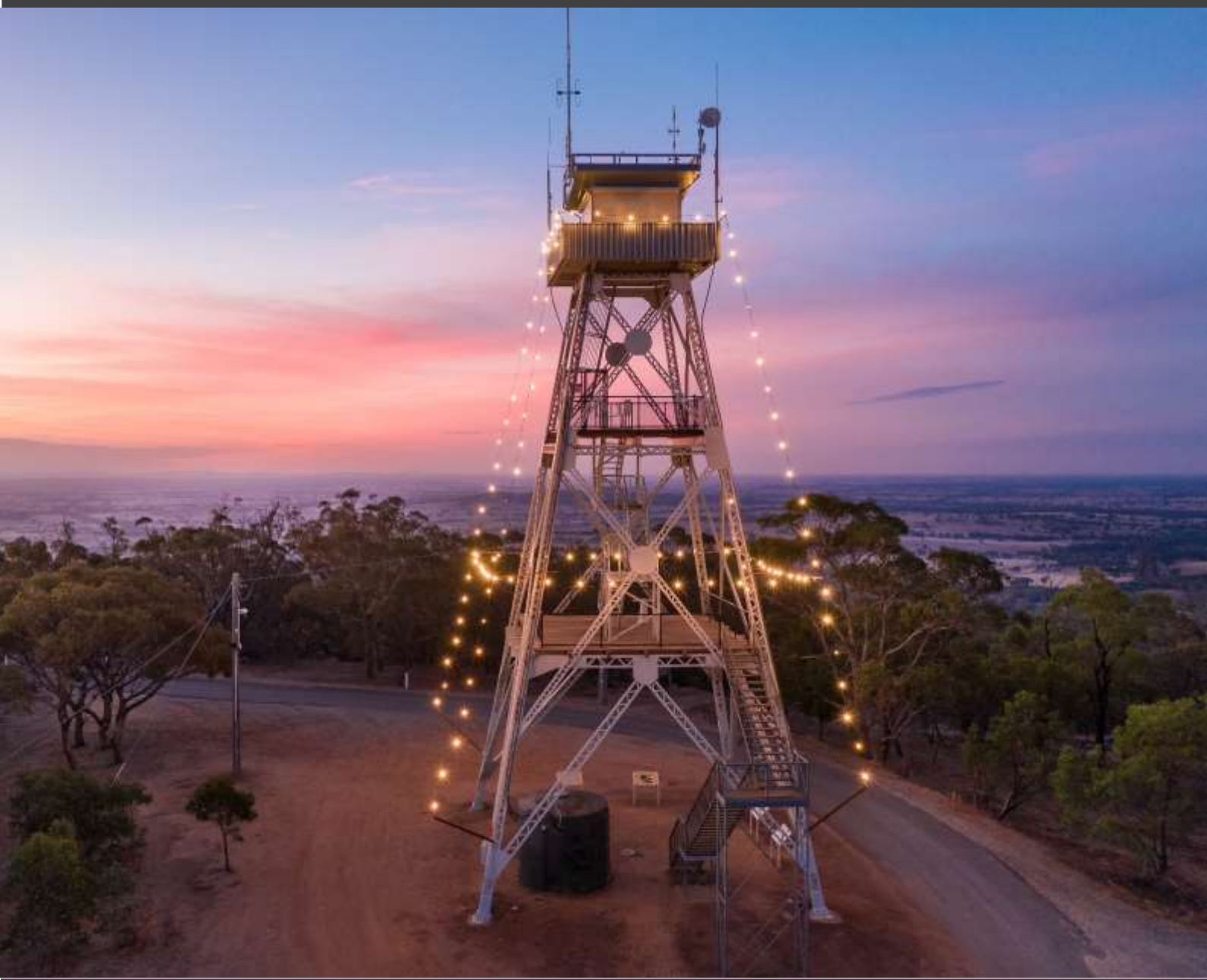


# Event Toolkit



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## Introduction

Mount Alexander Shire welcomes the wide range of diverse events held across the region. These include festivals, exhibitions, fairs, agricultural shows, bike road races, markets, celebrations, large sporting events and concerts.

To assist event managers, we have designed this comprehensive Event Toolkit. This toolkit guides event organisers through relevant permits and approvals and how to access marketing and logistical support from Council. It also provides organisers with helpful information on running safe, successful and sustainable events.

Please read this document thoroughly to prepare for your event. We will then work proactively with you to provide support and advice.

If you have read all the information contained in this toolkit and have further queries, please contact the Venues and Events Team at Mount Alexander Shire Council on 5471 1700 or via email at [events@mountalexander.vic.gov.au](mailto:events@mountalexander.vic.gov.au)

## What is an event?

An event is classified as any planned activity where any open area (fenced or unfenced), structure (permanent or temporary), roadway, venue or facility will contain a number of persons greater than normally found in that area or location at one time.

This toolkit applies to events that are open to the general public. The event may be organised by a public or private entity.

It is your responsibility to ensure that you have a clear understanding of your intended event, and that you provide the necessary information and documentation to Council in a timely manner.

## Event enquiry

As soon as possible, please contact the Venues and Events Officer and provide the following information:

- Name of event
- Date/s
- Time/s
- Location
- Responsible organisation or committee
- Is this group not for profit?
- Event organiser contact details including name, email and mobile number
- Expected number of attendees/participants
- Short description of the event

The Venues and Events Officer will then contact you to discuss your event.

## Online event registration

If you already have all required event information, please complete the online [event registration form](#). You must complete your event registration at least 12 weeks prior to the event.

As part of your event registration you may be required to apply for relevant Council permits. This may include but is not limited to:

- Camping, temporary signage and road use permits
- Place of public entertainment and siting permits

Other permits or approvals from state and federal government authorities (such as VicRoads or Parks Victoria) may be required and need to be applied for directly with the relevant agency.

## Permit requirements

Your event may require permits from various departments within Mount Alexander Shire Council and external organisations. Please see the table below for more information.

If you are unsure of what permits your event may require, complete the online event registration form and we will be able to ascertain which permits you may require and let you know

Mount Alexander Shire Council				
Permit type	Department	Description	Time frame	Link to form or further info
<b>Place of Public Entertainment (POPE) and/or Siting Permit</b>	Building Services	Permit for temporary building structures	Allow at least a month before your event	<a href="#">POPE Form</a> <a href="#">Siting Permit Form</a>
<b>Road closure</b>	Local Laws	Permit for temporary road closures of a Council managed road, also need to provide a traffic management plan	Allow at least a month before your event	<a href="#">Event related road closures form</a>
<b>Temporary signage</b>	Local Laws	Permit for advertising signage on a Council managed road or land	Allow at least 2-4 weeks prior to your event	<a href="#">Advertising signage for events form</a>
<b>Camping</b>	Local Laws	Permit to camp on public or private land	Allow at least 2-4 weeks prior to your event	<a href="#">Camping form</a>
<b>Registration on Streatrader</b>	Environmental Health	Registration of temporary or mobile food stalls	Allow at least 1-2 weeks prior to your event	<a href="#">Streatrader website</a>
<b>Fundraising activities such as raffles and food stalls</b>	Local Laws	Permit to collect monies for the purpose of fundraising on a Council managed road or land	Allow at least 2-4 weeks prior to your event	<a href="#">Fundraising form</a>
<b>Place of Public Assembly</b>	Planning Services	If you are holding the event on private land	Up to 6-12 Months	<a href="#">Planning permit form</a>

External organisations				
<b>Liquor License</b>	Victorian Commission for Gambling and Liquor Regulation (VCGLR)	Required for events where alcohol is to be sold	2-3 months to prior to your event	<a href="#">Temporary limited license form</a>
<b>Open fires or fireworks</b>	CFA	Exemptions for the use of open fires or fireworks at events during total fire ban periods	2-3 months to prior to your event	<a href="#">Fire danger period permits information</a>
<b>Fireworks</b>	Worksafe Victoria	Approval for Fireworks	2-3 months to prior to your event	<a href="#">Notification on intention to discharge fireworks form</a>
<b>Road closures</b>	VicRoads	Permit for road closures on VicRoads declared roads	2-3 months to prior to your event	<a href="#">Map of declared roads</a>  <a href="#">Application to conduct a non-road activity on a highway information</a>

### Occupancy permits and temporary structures

An Occupancy and/or Siting Permit may be required to use land or buildings for 'Public Entertainment', or to erect a temporary structure such as a marquee, seating stand or stage.

All event organisers must complete the event registration form online to enable Council officers to evaluate if an Occupancy and/or Siting Permit is required for your event.

Once reviewed an officer will then contact you requesting you to complete a more specific form and possibly provide further information. Each Occupancy and Siting Permit will require payment of the relevant

fee with lodgement of the application before processing can occur.

If you plan to occupy outdoor spaces greater than 500m<sup>2</sup>, you may require an occupancy permit from a Building Surveyor.

However this is unlikely if the event organiser is deemed a 'community-based organisation' as long as the event is expected to attract less than 5,000 patrons at any one time.

For more information, please visit the Building Services webpage [here](#).

## COVID-19

With events opening back up, we wanted to ensure you were across the current Victorian State Government requirements, especially surrounding vaccination status for all attendees and staff.

Currently, public events – indoor and outdoor – can run providing attendees and staff are fully vaccinated. It is the organiser's responsibility to check all attendees' vaccination status. If you are planning on running a public event, please refer to the below information and to the guidelines available on Victorian State Government's coronavirus [website](#).

Please note:

- The Public Events Framework has been superseded by changes to the COVIDSafe Settings. The settings of the Public Events Framework are no longer relevant or applicable. All events operate under the COVIDSafe Settings, except those classified as State Significant Venues.
- Events that are operating under the COVIDSafe Settings no longer need to be registered or approved under the Public Events Framework.
- It is mandatory for every Victorian business with on-site operations to have a COVIDSafe Plan. Download a COVIDSafe Plan [template](#). To ensure compliance, random spot checks are occurring throughout Victoria. Your COVIDSafe plan should be reviewed and updated regularly.
- Venues and public events operating under the COVIDSafe Settings are no longer required to have a COVIDSafe Event Plan or COVIDSafe Event Checklist.
- Event organisers or venue managers do not need to update the Victorian Government of any event or venue changes, including

new event dates or increases to number of attendees as long as they operate under the COVIDSafe Settings.

Here is some wording around checking attendee's vaccinations status for promotional material:

- All patrons over the age of 16 must show proof of COVID-19 vaccination status as a condition of entry.
- Before you arrive, please make sure you have added your COVID-19 digital certificate to the Service Victoria app or bring printed proof of vaccination with you.
- You can find more details about how to add your certificate by visiting [www.coronavirus.vic.gov.au](http://www.coronavirus.vic.gov.au)

If you have any further questions, please don't hesitate to contact the Venues and Events team.



## Location

Venue selection is extremely important to the success of your event. The site that you select should match the expectation of size and have the capability to house the infrastructure your event will need.

### Council owned or managed land and buildings

Will you be holding your event on land you think is publicly owned? If the event is to be held in a park, garden or reserve, this is likely to be the case. If unsure, check with the Venues and Events Officer, they can direct you to the appropriate authority.

Mount Alexander Shire Council offers a range of venues for hire that cater for a variety of functions, events and activities. The venues are available for hire to community groups, schools, businesses and for private use. Whatever your needs, there is a space suitable for you. Costs may apply for use of this land, and fees will vary, depending on the chosen venue.

Please note that that a site meeting with the Parks and Gardens team may be requested by the Venues and Events Officer to make sure that the site is suitable and meets your event's needs and requirements. The more complex your event, the more likely it is that a meeting will be requested. In other cases, the Parks and Gardens team may request some further information from you.

For more information, please visit the Venues webpage [here](#).

### Private land

If you plan to hold your event on private land, we recommend getting permission in writing from the owner and also checking on the zoning with a planning officer as various restrictions may apply and in most cases you will require a planning permit.

For more information, please visit the Planning Services webpage [here](#).

### Acknowledging our Traditional Owners

The Dja Dja Wurrung people are recognised as the first peoples of Mount Alexander Shire. As Traditional Owners, the Dja Dja Wurrung have been custodians of the land and waters for many centuries and continue to perform age old ceremonies of celebration, initiation and renewal.

At all council events and functions the following statement is read to acknowledge Mount Alexander Shire Council's Traditional Owners.

We invite you also to read a statement at your event, we have included an example below, however we encourage you to personalise it.

*"I would like to acknowledge that we are meeting on Jaara country of which the members and elders of the Jaara Jaara community and their forebears have been custodians for many centuries and have performed age old ceremonies of celebration, initiation and renewal. We acknowledge their living culture and their unique role in the life of this region."*

Please note that if your event is being held in Barfold then the Traditional Owners are the Taungurung people not Dja Dja Wurrung.

For more information, please refer to this [guide](#).



## Public liability insurance

All events held within the Mount Alexander Shire must have appropriate Public liability insurance cover. You will need to obtain and submit a current copy of your Certificate of Currency along with your event registration. This certificate must:

- Be in the name of the Event Organisers
- Name the event
- Cover the event dates
- Provide coverage for at least \$10M

If you are not insured, there are many ways you can gain appropriate cover for your event:

- Contact your existing insurer and request your event be added to your current coverage.
- Insurance quotes for larger scale events or festivals (where Councils insurance cannot be used) can be obtained from [www.communityinsurance.net.au](http://www.communityinsurance.net.au)
- City Rural Insurance Brokers offer insurance through Regional Arts Victoria. The scheme is available to practising artists who are subscribers of Regional Arts Victoria [www.rav.net.au](http://www.rav.net.au)

Council has a Public Liability Insurance policy that covers not for commercial gain hirers of Council owned or controlled facilities. The insurance is for all casual, ad hoc and regular hirers of these facilities, provided use occurs no more than 52 times per annum (per hirer) at a cost of \$21 (fee as at 2019, reviewed annually).

This cover is also available to commercial entities whose small scale standalone, events derive no monetary gain, or not-for-profit organisations conducting fundraising events where a cover charge may apply.

Cover does not extend beyond the hirer to any other parties involved in the event activities

## Emergency management

Public events must give consideration to how they will respond in the case of an emergency.

All event organisers should have an Emergency Management Plan (EMP), which considers:

- Event venue, layout, activities, duration and anticipated attendance
- Types of possible emergencies e.g. fire, medical emergency and threatening behaviour
- Emergency preparation and testing
- Roles of personnel responsible in emergencies and evacuations
- Methods of communication with the public and officials
- Specific emergency response procedures including evacuation procedures
- Access and evacuation routes
- Emergency services meeting points
- Ambulance and emergency vehicle loading areas
- An incident control centre
- Arrangements for additional emergency services personnel

Your EMP must be submitted via email [events@mountalexander.vic.gov.au](mailto:events@mountalexander.vic.gov.au) or as part of our online event registration form. It will then be distributed to Victoria Police and other emergency services for their review.

Should modifications be required, you will be notified and asked to resubmit your plan, incorporating recommendations.

If you don't already have a plan, refer to our EMP template in the appendix.

## Risk management

Risk management is an integral part of responsible event management. Event organisers must comply with all Health and Safety Legislation that is applicable to the running of an event.

Further information is available from Worksafe Victoria's [website](#).

Undertaking a risk assessment and preparing a Risk Management Plan (RMP) prior to conducting an event ensures that risks are identified, evaluated controlled and documented. The completion of the assessment using prompts listed in your RMP will also enable you to fully develop and enhance your logistical planning. If you don't already have a plan, refer to our RMP template in the appendix.

### Extreme Weather

If your scheduled event date falls on a CFA declared Code Red Day, then it is recommended that the event be cancelled or postponed. Please refer to the 'CFA Guidelines for Conducting Small Events and Gatherings in High Fire Risk Locations' document on our [website](#). You should include an inclement weather plan within your RMP which outlines the course of action in the event of wet weather or extreme heat/wind on the day of the event.

### Crowded Places

Crowded places such as major events will continue to be attractive targets for terrorists. Our law enforcement and intelligence agencies are well-equipped to detect and disrupt plots, and they have a strong history of stopping terrorist attacks.

Major event operators have the primary responsibility for protecting their sites, including a duty of care to take steps to protect the people attending from a range of foreseeable threats, including terrorism.

The objective of the strategy is to protect the lives of people working in, using, and visiting crowded places by making these places more resilient to terrorism. The strategy's accompanying supplementary materials will assist event organisers to implement protective security measures. To view the strategy and accompanying materials, visit the Australian National Security [website](#).

## Stakeholder notification

To minimise any impact on stakeholders including emergency services, formal communication is required and will help you have a successful event.

It is good to include the following in your letter or email:

- Name, date and location of your event
- The purpose of the event
- The expected number of patrons
- Activities being conducted
- Likely disruptions to residents and businesses with respect to noise, transport and road closures
- A contact number for further information

Refer to our sample letter template in the appendices of this document.

## Accessibility

People with varying abilities form a significant proportion of the community. Good access to and within an event, and a welcoming attitude from event organisers will help your event run smoothly and will attract many more people.

The Disability Discrimination Act (DDA) considers it illegal for public places (including events) to be inaccessible to people with a disability.

Accessibility guidelines are available on the council [website](#).

Council also has ramps and hearing loops available for free use for community groups, refer to our [website](#) for more information.

## Information sharing

Use plain English on printed material and ensure that it is available in large print. Ensure that signage uses the international access symbol and is available to indicate accessible parking, toilet facilities, ramps and exits.

## Getting around

Ensure you have adequate accessible parking and drop off points, including a map showing where they are and accessible facilities.

Have tactile indicators and colour contrasts on changes to floor levels with clear lines of travel to all facilities like car parks, toilets, picnic areas and playgrounds.

Handrails on stairs and slip resistant floors and doors that are easy to open and close not only ensure people with access requirements can easily move around but also means in the unlikely event of an emergency people will be able to easily evacuate.

## Comfort facilities

Accessible toilets should have a wash basin, grab rail and a lock, and not be used for storage.

An area with shade, free water, a power point for recharging wheelchair and scooter batteries, room for prams and wheelchairs, along with facilities for assistance animals e.g. water and shade should be included on all site plans.

## Communication

Hearing impaired people are at particular disadvantage if your event has many public speakers and major presentations.

Having a hearing augmentation system (hearing loop), good lighting, reasonable noise levels and captioning on any audio visual material are some things you can do to ensure your event is accessible for any hearing impaired attendees.

Include phone numbers for the National Relay Service (NRS) on all event marketing material.  
133 677 – TTY/voice calls  
1300 555 727 – Speak & Listen

## Companion card

Companion Card promotes the rights of people with a disability, who require a companion, to fair ticketing at events and venues. The Companion Card is for people with significant permanent disability who can demonstrate that due to the impact of the disability they are unable to attend most community activities or events without attendant care, and that need is life-long.

It is free to register your event as Companion Card friendly.

For further information, visit the Companion Card [website](#).

## Noise

Events often create noise levels much higher than normal, due to music amplifiers, generators and crowds, amongst other factors. It is important to minimise disruption to local and surrounding residents and businesses.

Noise requirements may be included in a planning permit or liquor license. Where these permits are not in place, the following times - stipulated by the Environment Protection Authority (EPA) - should be adhered to:

- Monday to Thursday before 7am and after 10pm
- Friday before 7am and after 11pm
- Saturday and public holidays before 9am and after 11pm
- Sunday before 9am and after 10pm

In line with EPA legislation, amplified music or loud noise (including noise associated with activities, rides and human voices) cannot be projected in an open area to the public before 12 noon and after 11pm or after 10pm for activities which last for more than five hours on Friday and Saturday and after 9 pm Sunday to Thursday.

Noise inside the allowed times can still create a nuisance, depending on the level of noise. If planning a night event you may need to consider the level of noise expected and organise quieter activities later at night.

If your event is considered to be generating offensive noise, you may be issued with a warning or fine.

Failure to comply with the warning may lead to the event being closed down.

Further information is available on the Environmental Protection Authority (EPA) [website](#).

## Fireworks

If you plan to incorporate pyrotechnics or fireworks into your event, we will require a completed 'Notification of Intention to Discharge Fireworks form', available from WorkSafe Victoria, indicating compliance with the Dangerous Goods Act 1985. You can download the form via the Worksafe website [here](#).

Council requires the event organiser to provide advance written notification to residents of event related noise (i.e. music, fireworks) and road closures; this would ideally involve a letterbox drop to neighbouring residents, as well as advertisements on event notice boards and in the local newspapers. The CFA must also be notified, this can be done by calling 5430 2200.

## Security

Have you considered the need for security personnel at your event? This could be above and beyond the requirements from a liquor licensing perspective depending on the nature of your event.

Security makes sense to protect cash handlers at gates or in administration offices/tents, to monitor infrastructure, conduct overnight patrols, and assist with emergency evacuations if required.

## Power and gas

Electrical and gas equipment, particularly of a temporary nature, can pose safety risks. Adequate controls should be in place to protect the public from such risks; again, this is the event organiser's responsibility.

Hazards may include:

- circuit overload resulting in excessive temperatures and fire risk
- missing or damaged insulation
- temporary exposed wiring i.e. strung in trees covering walkways
- liquids, dusts and vapours mixing with electricity
- unauthorised, inadequate modifications to equipment
- missing labels or warning signs

All portable electrical appliances, tools, extension cords, power boards and residual current devices (RCDs) must be tested and tagged showing the date tested and the future date for re-testing.

An industry code has been developed to define the method and practice of safe storage of LPG used for catering purposes in marquees in Victoria.

## First Aid

It is the event organiser's responsibility to provide appropriate duty of care for all attendees and arrange trained first aid operators to attend the event. For small events this could be having a first aid certified volunteer present or for larger events contact your local branch of St John Ambulance to discuss options.

## Car parking

When booking a venue, the event organiser should consider car parking requirements for patrons. We recommend developing a car parking plan and consulting with other nearby venues or landowners if extra parking is required.

## Food and drinks

If food is being served or sold at your event, the temporary or mobile food premises must be registered with [Streatrader](#).

If you are a community group providing food service and are unsure about your obligations visit this [website](#) for further info.

For more information, please visit the Environmental health webpage [here](#).

For information on how food or drink vendors can reduce their impact on the environment, refer to our Waste Wise Events section.

## Toilets

Sufficient toilet facilities for the expected number of attendees at an event must be provided. For small events, public toilets may be adequate but larger events may require the hire of additional toilet units at the event organiser's expense.

Number of toilets required at an event:

- One toilet for every 200 patrons
- One unisex accessible toilet is required for every 100 patrons
- One washbasin for every 200 persons
- If alcohol is served, an additional two toilets will be required for each 200 patrons

We recommend using composting toilets for any portable toilets that may be required, refer to the Waste Wise Events section for further information.

Toilet locations should be:

- well marked and lit (including surrounding area) if night usage is expected
- serviced (including pump-out of portables) on a 24-hour basis during the event (vehicle access is obviously necessary)
- located away from food storage and food service areas.

In determining the number of toilets to be provided for particular events, the following criteria should be considered:

- the duration of the event
- the type of crowd
- whether or not the event is pre-ticketed (crowd numbers known)
- staggering finishing times where there are multiple functions
- the weather
- whether or not alcohol will be consumed.

## Waste and recycling bins

If waste or recycling bins are required for your event there are several options available to event organisers, we have listed these below:

### Hire bins through a commercial contractor -

Bins are delivered to your site for the event and then collected and disposed of for a fee (actual price dependent on contractor used). Event organisers are required to contact their desired contractor and make payment directly.

### Council Event Bins -

Council has 20 x 240lt bins and 2 x 240lt organic bins available for event use.

Event organisers can use these bins for no charge if they agree to collect and return them. They are available for collection from the Castlemaine Civic Centre.

Once the bins have been used the event organiser can then transport them to the Castlemaine or Maldon Waste Facility for emptying. This does incur a fee.

Correctly sorted bins will be charged at the following:

- Commingled recycling – no cost\*

\*Must contain only recyclable material, contaminated bins will be charged as per disposal of general waste fees.

- General waste - \$10 per 240lt bin
- Organic bins can be emptied at compost or worm farms\*.

\*Depending on the amount of organic waste you have this could be done at the worm farm located in the Community Garden (back of Community House building), this would need to be organised with the Community House prior to the event.

If you wish to take advantage of this option please email [events@mountalexander.vic.gov.au](mailto:events@mountalexander.vic.gov.au) at least a month prior to your event as we have limited numbers available and waste facilities require prior notice, otherwise charges may apply.



## Event plan

Event Management Plans can help ensure the success of your event. An effective plan should include important information about the event, key contact details (event organising committee, entertainers, suppliers and emergency services), budget, marketing strategy, a running sheet and Risk Assessment including a site map.

Refer to our template in the appendices of this document.

## Site plan

Your site plan should be clear, and identify all aspects of the event including the event itself, equipment, activities, permanent and temporary infrastructure, fencing, exists, generators or power supply, amenities, parking, pedestrian and vehicle access, water, emergency access, licensed areas, food vendors.

## Running sheet

A running sheet sets the timing of the sequence of events so that you, your event co-organisers, volunteers and other stakeholders know what is happening and when. A good running sheets includes timelines including bump in/bump out, events timings and program details.

## Contact list

A contact list is necessary and should outline all the key contacts for an event, including but not limited to staff, volunteers, contractors, stakeholders and public authorities. It is also essential to include any emergency contact details.

## Grants

You may be eligible to apply for funding to support your event.

Mount Alexander Shire Council allocates funds each year to support events in the local community that align with the goals in our Council Plan 2021-2025 and other strategic directions

The program offers two funding streams:

- Small grants (Annual, up to \$3000)
- Quick Response Grants (open all year until budget exhausted up to \$500)

The Events Grants program provides a transparent and equitable process for local groups and organisations to seek funding and in-kind support from Council.

The Events Grant program aims to provide support to events that;

- Foster community, economic and/or cultural development in the Mount Alexander Shire
- Consider impacts on the environment and surrounding community
- Are accessible, inclusive and welcoming of everyone
- Are safe and compliant

Refer to the [Event Grants Program Guidelines](#) for details on how to apply and details on what can and can't be funded.



## Promotion

### Online event calendar

Mount Alexander Shire is keen to assist event organisers with promoting their community events in our online event calendar.

Complete the event details including description, date, time, venue and contact details and upload a high res compressed image (no more than 200gb) on our [website](#).

Your request will then be automatically sent to us for approval and will be uploaded to the website within 5 days.

### Event boards

There are 12 event boards available for community use to promote events throughout the shire. There is no cost to have your signs on display, however the cost to produce the sign, install and remove are the responsibility of the event organisers. Please note your event must be not-for-profit.

View more info and locations of all events boards throughout the shire [here](#).

### Box office

Sell your tickets online and in person 7 days a week through Mount Alexander Box Office.

Tickets listed through our box office may be purchased online at any time or at our Visitor Information Centre, which is open 9.00am to 5.00pm every day of the year (excluding Christmas Day).

We are able to provide customers with a consistent point of contact. They know they can always call / attend our Box Office to retrieve their tickets, book tickets, ask questions etc.

We are able to gather the necessary information about our customers to ensure

their visit to the event is a pleasant one – this is mainly for customers who have access requirements. We make notes of this and ensure that the event organisers know about any requirements on the day.

We can provide a one-stop-shop for the community to see what is on in the shire and buy tickets anytime.

Our fees are relatively low compared with other booking services and fees paid to the Shire will be invested in the local community.

Fees and charges:

50 cents per ticket + 3% of total sales (25 cent credit card fee if applicable)

Free events can still be ticketed and listed on the website. There are no fees for this. We recommend venue hirers build the fees into their ticket prices.

Our fees include listing the event on our tourism and Council website and making sales over the counter from the Visitor Information Centres which is open daily (including public holidays).

To list your event, simply complete our [online application form](#) and attach an image.

Visit the online box office [here](#).

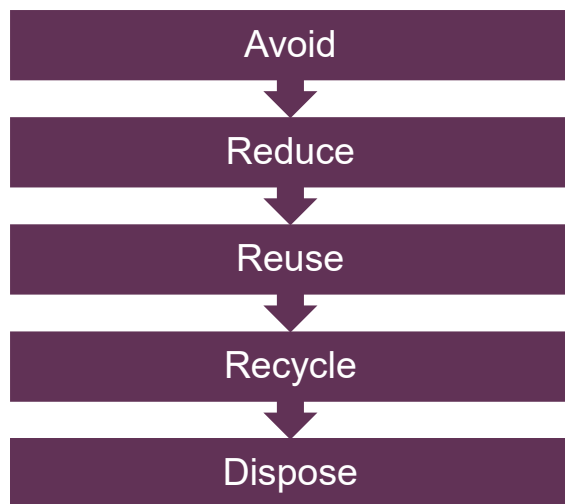
## Waste wise events

A waste wise event has waste reduction and diversion from landfill as a priority. By implementing some changes to the way you run your event this not only benefits the environment but can also save your event money.

## Waste hierarchy

Through a little planning and using the waste hierarchy shown below you can become a waste wise event.

Most preferable



Least preferable

### AVOID

The most effective way to make a difference is to avoid bringing the waste into your event in the first place.

- Provide an alternative to bottled water, such as free access to water to refill BYO reusable bottles through use of the Coliban Water Trailer.
- Don't buy individual products with unnecessary packaging, including cling wrap, plastic film or similar that are usually used in the distribution and transport of food or goods.

- Have a washing station set up near food stalls staffed by volunteers. This will easily reduce the amount of single-use plates, bowls, cups, cutlery and food containers being used, sold or distributed. The Wash Against Waste Trailer is a portable option or most large venues will have sinks or dishwashers.



- Speak to your coffee van before the event to ensure they don't use single-use coffee/hot drink cups and lids. Work with our local group Boomerang cups to have alternatives available, this happens at our Farmers Market every month and is easy with the popularity of keep cups as well.
- Ban balloons, glitter and other types of confetti, they won't be missed and the animals and parks and gardens team will thank you.
- Always encourage attendees to bring their own reusable items to your event by including a line in the advertising material similar to shown below and then stall holders play an important role by allowing people to use them

**This is a waste wise event  
BYO bottles and coffee cups**

## REDUCE

Where you can't avoid the use of single use products, you need to make it as easy as possible for attendees to dispose of items correctly.

- Appoint a waste wise supervisor who will ensure that you have the right number of bins, they are located where they are needed and with easy to read signage. Refer to sample action list in the appendix for further information.
- Where bins are required, display signage to ensure attendees can dispose of items in the correct manner, ensuring waste segregation and reduced contamination. Taking time to install easy to read signs will save you hours picking up litter and sorting after the event.
- Have separate bins/containers for food waste and organic material at the event site so they can then be disposed of to a location such as a worm farm, compost heap or a facility designed for composting, easily diverting them from landfill.
- Make sure that your bins actually match the type of products your event will be producing. For example, if the event is mainly selling drinks in cans, include pictures of cans; or if juice boxes are your thing, include the picture of these items on your signs.
- Make sure you leave the event site in the same condition that it was found in. For small events, this may involve a post event clean up conducted by the organising committee. For larger events, event organisers may be required to engage a waste provider to assist with waste management during and after the event, such as larger skips in the back of house

area. If the Council is required to organise for a clean-up of the site after the event, an invoice for the cost of cleaning will be directed to the event organiser.

## REUSE

- Plan to reuse your event materials including event signage, promotional banners and flags. Instead of specific dates for signage, include something like this:

NAME OF EVENT  
THIS WEEKEND  
VENUE NAME

This also saves you money having them reprinted again next year when dates change.

## Have you thought about?

### Sustainable transport

Limited transport options are available for travel around the shire. Depending on your venue location you may need to transport people to your event or promote public transport options for people coming to area. The Council encourages event organisers to promote sustainable transport options where possible. Check out an overview of transport in this shire [here](#).

Council has mini buses available for hire through the Community Wellbeing area for community groups/organisations that are not for profit. The bus is not available for private bookings by individual community members. For more info contact a Council Officer on 5471 1797.

### Toilet facilities

Where additional portable toilets are required at an event, use a waterless compostable type. This means placement on your site is more flexible and the impact on the environment is minimised.

## Make the swap - Alternatives to single use items

Current item used	Action	Best option	Next best option
<b>Plastic plates</b>	Eliminate	Use washable and reusable plates	Replace with paper plates and place in composting bin once plates are clean
<b>Plastic cutlery</b>	Eliminate	Use washable and reusable cutlery	Replace with natural fibre cutlery like bamboo and place in composting bin
<b>Polystyrene cups and takeaway packaging</b>	Eliminate	Use washable and reusable cups, glassware and plates	Replace with natural fibre products like non-waxed paper cups, paper bags and cardboard food boxes that can be composted
<b>Wax lined coffee cups</b>	Eliminate	Encourage patrons to bring their own reusable mugs	Use washable and reusable mugs
<b>Stirring stick plastic</b>	Eliminate	Provide several teaspoons that can be washed and used again	Replace with natural fibre sticks like bamboo and place in composting bin
<b>Coffee cup lids</b>	Eliminate	Do not offer lids	Use only when requested and replace with compostable type
<b>Plastic straws</b>	Eliminate	Do not offer straws	Use only when requested and replace with compostable or washable type
<b>Single serve condiments</b>	Eliminate	Replace with bulk dispensers	n/a
<b>Plastic bags</b>	Eliminate	Encourage patrons to bring their own reusable bags	Provide reusable option for when requested
<b>Wax lined cardboard boxes</b>	Eliminate	Use non-waxed boxes	n/a
<b>Balloons and confetti</b>	Eliminate	Use other reusable items such as bubbles or candles	n/a
<b>Plastic water bottles</b>	Eliminate	Encourage patrons to bring their own reusable bottles and have free access to water	Provide reusable option for when requested to vendors

## Resource contacts

### Wash Against Waste Trailer

This trailer can be hired by event organisers running catering-based events, who are looking for a crockery solution that adds to patrons' enjoyment and is good for the environment. The trailer supplies quality melamine crockery and stainless steel cutlery for stallholders' food and drink requirements. Used crockery collection stations are set up throughout the venue and volunteers collect that crockery from around the event site, wash it on site to Health Department hygiene standards and return back to stallholders for the next patrons.

The trailer holds 250 complete crockery and cutlery sets and has adequately catered for events with over 2000 patrons.



Book the trailer [here](#).

### Coliban Water Trailer

A portable unit with eight drinking fountains and taps is available for no cost via Coliban Water. Smaller units are also available.



Book the water stations [here](#).

### Plastic Bag Free Castlemaine

An initiative run by Plastic Bag Free Castlemaine and the Hub Foundation Boomerang Cups and Bags enables a better choice for shoppers. They can provide stations where attendees who haven't come prepared with reusable cups and bags can borrow some for use at the event.



Contact Plastic Bag Free Castlemaine via email [here](#) or visit their website [here](#).

### Composting Toilet Systems

Providing waterless composting toilet products and services that offer sustainable, safe, and hygienic systems to treat human waste, save water, and produce a usable compost end product. Check out their products [here](#).





## Reusable cups

There are many options for events that require cups suited for alcoholic and cold drinks. New and emerging companies offer hire services that take the work out of having a reusable option for bars.

Check out some of them below:

- [Globelet](#)
- [Better Cup](#)



## Organic waste containers

Available for your food and organic waste are 2 wheelie bins that you can use for no cost. If you agree to collect and return them from the Council office and empty the contents at an agreed site. To have them at your event to divert food waste away from landfill, just [Email](#) the Venues and Events Officer for more details.

## Real life examples

Check out the links below for some stories on how some events have already been making some big changes.

- [Queenscliff music festival war on waste](#)
- [Melbourne primary school fete wages war on waste with range of recycle, re-use solutions](#)
- [Mornington Peninsula Events to have plastics ban](#)

## Bin signage

Council can provide some signage and bin caps for you to attach to rubbish, recycling and food bins. [Email](#) the Venues and Events Officer for more details.

View samples below:

370mm x 120mm signs for above bins



370mm x 250mm signs for base of bins



## Waste wise events checklist

Use this checklist to make sure you have completed all items required for your event.

Item	<input checked="" type="checkbox"/>
Complete online event registration form to Council	<input type="checkbox"/>
Permits if required	
Place of Public Entertainment (POPE) and/or Siting Permit	<input type="checkbox"/>
Road closure - Council	<input type="checkbox"/>
Temporary signage	<input type="checkbox"/>
Camping	<input type="checkbox"/>
Registration on Streatrader	<input type="checkbox"/>
Fundraising activities such as raffles and food stalls	<input type="checkbox"/>
Place of Public Assembly	<input type="checkbox"/>
Liquor License - VCGLR	<input type="checkbox"/>
Open fires or fireworks – CFA	<input type="checkbox"/>
Fireworks - Worksafe	<input type="checkbox"/>
Road closures - VicRoads	<input type="checkbox"/>
Provide Public Liability Insurance certificate of currency	<input type="checkbox"/>
Book venue and pay fees	<input type="checkbox"/>
Risk Management Plan	<input type="checkbox"/>
Emergency Management Plan	<input type="checkbox"/>
Notify stakeholders	<input type="checkbox"/>
Prepare event plan and running sheet Include site plan showing parking, toilets, vehicle access and first aid locations	<input type="checkbox"/>
Check funding opportunities and apply for grants	<input type="checkbox"/>
Submit listing for online event calendar	<input type="checkbox"/>
Submit listed for town entry event boards	<input type="checkbox"/>
List tickets with Council Box Office if ticketed event	<input type="checkbox"/>
Consider ways to be a waste wise event and book relevant resources such as Wash Against Waste Trailer and Coliban Water Trailer	<input type="checkbox"/>



## Appendix

Appendix 1 – Emergency Management Plan template

Appendix 2 – Risk Management Plan template

Appendix 3 – Stakeholder letter template

Appendix 4 – Event plan checklist

Appendix 5 – Event plan template

Appendix 6 – Marketing Plan template

# Appendix 1- Emergency Management Plan Template

The following table will help you determine whether you need to complete an Emergency Management Plan. Please tick the most relevant boxes for your event below:

DEEMED LEVEL OF RISK From left to right: 1 = Extremely low 5 = Extremely high		1	2	3	4	5	Did your response fall in the orange 4 to 5 (deemed level of risk) categories below?
SIZE	How many spectators and participants are likely to be involved in the event?	<50 <input type="checkbox"/>	50<150 <input type="checkbox"/>	150<300 <input type="checkbox"/>	300<500 <input type="checkbox"/>	≥500 <input type="checkbox"/>	
	Where will the event be held?						
LOCATION	Is the venue of appropriate size for the anticipated volume of spectators and participants?	YES <input type="checkbox"/>	UNKNOWN <input type="checkbox"/>	NO <input type="checkbox"/>			
	Is the venue located in an area of bushfire risk or prone to flooding?	NO <input type="checkbox"/>	UNKNOWN <input type="checkbox"/>	YES <input type="checkbox"/>			
TIMING	Will your event be held during bushfire season (November to May)?	NO <input type="checkbox"/>	YES <input type="checkbox"/>				
	How long will the event be active / open?	<4hrs <input type="checkbox"/>	4<8 hrs <input type="checkbox"/>	8<24 hrs <input type="checkbox"/>	24<48 hrs <input type="checkbox"/>	≥48 hrs <input type="checkbox"/>	
ACTIVITY	Will the event involve motorsports, pyrotechnics, extreme sports or other potentially dangerous activities?	YES <input type="checkbox"/>	UNKNOWN <input type="checkbox"/>		NO <input type="checkbox"/>		

If your event occurs across multiple venues, please complete the above table for each venue.

1. If you answered YES in response to either of the following questions, please submit an Emergency Management Plan:

- Will your event be held during bushfire season?
- Is the venue located in an area of bushfire risk or prone to flooding?

AND/OR

2. In the last column on the right, if you answered YES for two or more categories, please submit an Emergency Management Plan.

AND/OR

3. If you answered UNKNOWN for any category, please submit an Emergency Management Plan.

**AMBULANCE, FIRE, POLICE - CALL 000**  
Emergency Contact List

TITLE	NAME	CONTACT NUMBER
Event Manager		
Chief Emergency Warden		
Deputy Emergency Warden		
Deputy Emergency Warden		
Risk Management		
Media Liaison		
First Aid Officer		
Staff/Volunteer Co-Ordinator		
Stage/Site Manager		
Mount Alexander Shire Council		
Head of Security		

TITLE	NAME	CONTACT NUMBER
Police		
Electricity		
Gas Leak		
Interpreter Service		
Poison Information		
SES		
Water		
St John's Ambulance		
Work Cover		
Bureau of Meteorology (BOM)		

**Name of Event:**

**Venue Address :**

**Event Organiser:**

**Date of Event:**

**Prepared By:**

**Date Prepared:**

**Emergency Plan Objective:**

Please provide a detailed description of any buildings, temporary structure. Provide a description of the intended use of the venue and event activities. Specify operating hours including bump in and bump out times. Estimate how many people will attend.

SCOPE OF EMERGENCY MANAGEMENT PLAN		<input checked="" type="checkbox"/>
Please specify the types of potential emergencies identified for the event.		
Medical Emergency		
Fire		
Flood		
Storm		
Wind		
Hazardous Material		
Gas Leak		
Bomb threat/potential explosion		
Armed or dangerous intruders		
Suspicious items		
Electrical failure		
Lost Child/Missing Persons		
Person Entrapment		
Other more specific emergencies		

**EMERGENCY PREPARATION AND TESTING**

**Specify how emergency response personnel will be trained :**

**How will the organiser ensure all personnel, including stall holders and amusement operators, are aware of emergency management procedures?**

**How will you ensure electrical equipment, firefighting equipment, gas fittings and other equipment (where relevant) are safe and effective for use at the event?**

**Provide a statement that the emergency management plan will be reviewed immediately after the event (for recurring events only)**

## EMERGENCY MANAGEMENT ROLES AND RESPONSIBILITIES

Please identify the personnel who will be involved in an emergency response and their roles and responsibilities. Note: for large events additional roles to those listed below may be required.

Persons appointed to emergency response positions must be capable of performing the duties and be available at all times to undertake the duties. The chief Warden must have the experience to determine the need for a total evacuation of the venue and should, preferably have formal training.

<b>CHIEF WARDEN</b>
NAME:
<b>RESPONSIBILITIES:</b>
<ul style="list-style-type: none"><li>• Assume initial control of the situation</li><li>• Assess the situation and determine priorities</li><li>• Activate the relevant emergency plan</li><li>• Ensure the appropriate Emergency Service has been notified on 000</li><li>• Ensure Area Wardens are advised of the situation as appropriate</li><li>• Nominate relevant personnel to meet and direct emergency services</li><li>• Monitor the situation and ensure any action taken is recorded in the incident log</li><li>• Liaise with external Emergency Services upon arrival</li><li>• Any other actions as directed by the Emergency Services</li></ul>
<b>FURTHER RESPONSIBILITIES SPECIFIC TO THE EVENT:</b>
<b>SIGNED BY CHIEF WARDEN:</b>
<b>DATE:</b>

<b>AREA WARDEN/S</b>
NAMES (list as many as required):
<b>RESPONSIBILITIES:</b>
<ul style="list-style-type: none"><li>• Receive directions from the Chief Warden and initiate appropriate action</li><li>• Search areas to ensure all people have evacuated</li><li>• Ensure orderly flow of people into nominated assembly areas</li><li>• Assist occupants with disabilities</li><li>• Report Status of required activities to the Chief Warden on completion</li></ul>
<b>FURTHER RESPONSIBILITIES SPECIFIC TO THE EVENT:</b>
<b>SIGNED BY AREA WARDENS:</b>
<b>DATE:</b>



<b>FIRST AIDERS</b>
NAMES (list as many as required):
<b>RESPONSIBILITIES:</b>
<ul style="list-style-type: none"> <li>• Collect First Aid Kit</li> <li>• Administer first aid as required</li> </ul>
<b>FURTHER RESPONSIBILITIES SPECIFIC TO THE EVENT:</b>
<b>SIGNED BY FIRST AIDERS:</b>
<b>DATE:</b>

<b>ALL STAFF</b>
<b>RESPONSIBILITIES:</b>
<ul style="list-style-type: none"> <li>• Carry out tasks as instructed by the Chief Warden</li> <li>• Proceed to assembly area advising all patrons to do the same</li> <li>• Remain in assembly area until advised by Chief Warden or Emergency Services Personnel that it is safe to leave.</li> </ul>
<b>FURTHER RESPONSIBILITIES SPECIFIC TO THE EVENT:</b>

## IDENTIFICATION OF WARDENS

Please detail how wardens will be identifiable. Helmets, caps, hats or vests may adhere to the following colour codes:

WARDEN IDENTIFICATION
White- Chief Warden/Deputy Chief Warden Communication Officer Yellow: Area Warden Red: Warden
WARDEN COMMUNICATION
Please identify how wardens will communicate with each other. Consider having a code system in place such as prefacing your calls with:  Emergency – problem needs to be corrected immediately.  Top Priority – problem that has major and/or severe hazardous conditions.  Concern – problem that is less hazardous, but still represents a condition or concern to safety.  Preventative – problem with minimum danger to life, but correction will enhance safety.

## EVACUATION OF YOUR EVENT

Wardens are trained in an evacuation procedure specific for this event and are able to commence full or partial evacuation prior to assistance arriving.

The type of assistance will be entirely dependent on the situation and will be decided by the Chief Warden.

It is important that Emergency Services have been briefed on all aspects of your event

All Precincts are able to be evacuated separately or simultaneously depending on the event.

Evacuation Announcement

“You are not in any immediate danger, for your safety we need to stop the event temporarily and clear the area. Please assist us by following the directions of our wardens to the nearest safe exit”

Please Identify your Emergency Assembly Area

Note: this must be clearly defined on your site plan.

The total evacuation of one or more of the event sites will in most instances be initiated by the Chief Warden or delegate via the Precinct Wardens. On some occasions it may be necessary for the Precinct Wardens to self-initiate evacuation from the immediate area of a threat prior to notification from the Chief Warden. It should be noted that the extent of evacuation might vary from one event to the next.

Evacuations fall into two categories:

**Full** resulting in all patrons and employees moving out of the event grounds;

**Partial** resulting in designated patrons and employees moving out of the event grounds, or being directed into another part of the event grounds.

The type of evacuation will depend on the nature of the emergency and will generally be determined by the Chief Warden or a delegate.

## DELEGATION OF DUTY

If the Chief Warden is unavailable, responsibility will be delegated in the following sequence:

1. Deputy Chief Warden
- 2.
- 3.

**NOTE: Police and Fire Brigade out rank all event management. Should either give any personnel a direct order, they should carry out the order.**

## BREAKDOWN OF SAFETY EQUIPMENT AT YOUR EVENT

Please list all safety Equipment at your event (examples are provided)

- First Aid kit
- Fire Extinguishers
- Sunscreen
- Bottled Water
- Barrier Tape
- Safety Gloves
- Syringe Disposal Container
- Whistle
- Loud Hailer
- .
- .

Note: this must be clearly defined on your site plan.

## MOBILITY IMPAIRED PERSONS

In the event of an evacuation Wardens should assist or arrange assistance for mobility-impaired persons. A mobility-impaired person is any person who will require physical assistance during an evacuation.

For Example:

Permanent Disablement  
Temporary Disablement  
Deafness (full/partial)  
Blindness (full/partial)  
Advanced pregnancy

## WARDEN INDUCTION

Please outline how you plan to train/induct your wardens to your event. It is important to include the following

1. Overview of event
2. Specific duties of each area warden
3. General duties/ evacuation routes
4. Radio procedure/communications
5. Understanding the safety plan
6. Incident reporting
7. Media management

### WARDEN INDUCTION PLANS

## STAFF AND VENDOR BRIEFINGS

Please outline your plans to communicate your EMP to your staff and vendors.

### STAFF AND VENDOR BRIEFING

## FIRE PREVENTION AND RESPONSE PLAN

Please outline the potential sources of fire and actions to prevent fires. Include emergency procedures, a list of equipment and personnel in the event of a fire.

Potential Fire Source	Prevention and treatment options	Responsibility

### Action when confronted by Fire:

- Try to remain calm and think logically
- Alert all personnel to the danger calmly
- Cause the Fire Brigade and the Chief Warden to be advised
- Determine the type and extent of fire
- Select the correct type of extinguisher
- Use the extinguisher in the proper manner. If in doubt, read the instructions
- Have another person back you with another extinguisher
- Keep a means of escape paramount in your mind
- Keep low to avoid heat, smoke and toxic gases
- Direct the extinguisher stream at the seat of the fire, not at the smoke
- Never use water extinguishers on fires involving electricity
- Turn off the power to the appliance or the area when the fire has been extinguished

## FIRE EXTINGUISHMENT INFORMATION

Please detail which extinguishers you will have onsite for your event. NOTE: you will need to show these on your event site plan.

EXTINGUISHERS ON SITE						

ID SIGN	TYPICAL APPEARANCE	EXTINGUISHER TYPE (Cylinder Contains)	CLASS A Wood, Paper Textiles etc. <small>(Normal Combustibles)</small>	CLASS B Flammable Liquids Petrol, Paints	CLASS E Electrical Fires	CLASS F Cooking Oil, Animal Fats, Vegetable Oil
		DRY POWDER CHEMICAL	YES	YES	YES	NO
		Co2 CARBON DIOXIDE	NO	YES	YES	NO
		WATER	YES	NO	NO	NO
		FOAM	YES	YES	NO	NO
		WET CHEMICAL	YES	NO	NO	YES

**Extinguisher Operation:** Each of the above extinguishers operates in the upright position. The extinguisher should be carried to a safe distance from the fire. Remove the safety pin, test and direct at the seat of the fire. Be aware that a fire you think is extinguished may re-ignite without notice. Never turn your back on a fire while still in close proximity.

Used extinguishers should never be replaced on their hook. They should be reported to the Precinct Warden so that the extinguisher is recharged and/or replaced immediately.

## BUSHFIRE RISKS

All events held within the Fire Danger Period (usually from December to May) must have a bushfire plan. On Code Red days, please consider that the event may not be viable to go ahead. Please complete the Event Bush Fire Plan attached.



**FIRST AID/MEDICAL EMERGENCY PLAN**

Outline the first aid or medical services in attendance at the event including numbers and type and outline the response to a medical emergency. NOTE: Please include the location of your first aid on your site plan.

FIRST AID OFFICER/PROVIDERS				
NAME	PHONE	EMAIL	ARRIVAL TIME	DEPARTURE TIME
FIRST AID PLAN				

**CROWD CONTROL/SECURITY PLAN**

Outline crowd control and security plans, personnel numbers and their roles. Include, if applicable, things like fencing, entry and exit points, security and age identity checks, restricting entry to those holding a valid ticket, a list or prohibited items displayed at entry, terms and conditions of entry advertised etc.

CROWD CONTROL/SECURITY PLAN

**Provide details of professional security/crowd control companies (if using)**

COMPANY	CONTACT	PHONE NUMBER

**WEATHER MONITORING AND RESPONSE PLAN**

If applicable, outline how you will monitor and respond to weather events that may impact your event (eg Extreme heat, wind, flooding etc)

Weather Response Plan.

**EVENT CONTINGENCY – CANCELLATION OR POSTPONMENT PLAN**

Outline your event contingency plan if the event needs to be cancelled, postponed, relocated or interrupted on the day.

EVENT CONTINGENCY PLAN

**EVENT SPECIFIC PLANS**

Include plans for any specific emergencies that may arise at your event. This can include such things as Lost Children, Safe Passage of Vehicles, Pick up and Drop off Points, Speed Limits

EVENT SPECIFIC PLANS

**COMMUNICATION AND CONSULTATION DETILAS**

Outline who has been involved or consulted in developing your plan or giving any advice or information.

EVENT SPECIFIC PLANS



# Appendix 2 - Risk Management Plan

A risk assessment is the process of identifying and quantifying the probability of a harmful effect to an item or an individual. To assess risks, an objective evaluation of the risks are considered and ranked by using a basic formula of rating the potential loss and the probability of occurrence.

The Steps to good risk assessment

## FIND IT

List all of the hazards or possible situations associated with the event activity that may expose people to injury, illness or disease. List these hazards in the 'hazards' column of the template

Use experts or experienced people to advise you on your risk assessment.

## ASSESS IT

Rate or assess what the 'likelihood' is of people being exposed to the hazard and what the 'consequences' could be as a result of the hazard occurring.

Use the **Risk Ranking Matrix** in the template.

## FIX IT

Identify what practical measures could be put in place to eliminate or reduce the likelihood of the hazard occurring. This is where changes are made to the event to reduce the risks.

Use the hierarchy of control system to minimise or eliminate exposure to hazards. It is a widely accepted system promoted by numerous safety organisations.

Use the **Hierarchy of Control** table to guide you as to what type of controls you could put in place to manage the hazards once you have assessed their risk level.

LIKELIHOOD	CONSEQUENCE				
	CATASTROPHIC	MAJOR	MODERATE	MINOR	INSIGNIFICANT
ALMOST CERTAIN	Extreme	Extreme	High	Medium	Medium
LIKELY	Extreme	Extreme	High	Medium	Low
POSSIBLE	High	High	Medium	Low	Low
UNLIKELY	High	Medium	Low	Low	Low
RARE	High	Medium	Low	Low	Low

## LIKELIHOOD DEFINITIONS

<b>Almost Certain</b>	<ul style="list-style-type: none"><li>• It is expected to occur in most circumstances</li><li>• There is a strong likelihood of the hazards reoccurring</li></ul>
<b>Likely</b>	<ul style="list-style-type: none"><li>• Similar hazards have been recorded on a regular basis</li><li>• Considered that it is likely that the hazard could occur</li></ul>
<b>Possible</b>	<ul style="list-style-type: none"><li>• Incidents or hazards have occurred infrequently in the past</li></ul>
<b>Unlikely</b>	<ul style="list-style-type: none"><li>• Very few known incidents of occurrence</li><li>• Has not occurred yet, but it could occur sometime</li></ul>
<b>Rare</b>	<ul style="list-style-type: none"><li>• No known or recorded incidents of occurrence</li><li>• Remote chance, may only occur in exceptional circumstance</li></ul>

## CONSEQUENCE DEFINITIONS

<b>Catastrophic</b>	<ul style="list-style-type: none"><li>• Multiple of single death</li><li>• Costs to Event of up to \$5 million</li><li>• International and National Media outrage</li></ul>
<b>Major</b>	<ul style="list-style-type: none"><li>• Serious health impacts on multiple or single persons or permanent disability.</li><li>• Costs to Event between \$2.5 – \$5 million</li><li>• National media outrage</li></ul>
<b>Moderate</b>	<ul style="list-style-type: none"><li>• More than 10 days rehabilitation required for injured persons</li><li>• Costs to Event between \$200,000 and \$2.5 million</li><li>• Local media and community concern</li></ul>
<b>Low</b>	<ul style="list-style-type: none"><li>• Injury to person resulting in lost time and claims</li><li>• Costs to Event between \$50,000 and \$200,000</li><li>• Minor isolated concerns raised by stakeholders, customers</li></ul>
<b>Negligible</b>	<ul style="list-style-type: none"><li>• Persons requiring first aid</li><li>• Costs to Event up to \$50,000</li><li>• Minimum impact to reputation</li></ul>



## How to control hazards.

By determining the consequences and likelihood of risks occurring, you can now, aim to eliminate, minimise and control the hazards.

Use the hierarchy of control system to minimise or eliminate exposure to hazards. It is a widely accepted system promoted by numerous safety organisations. Referring to the hierarchy will help you decide what controls to put in place to manage the hazards once you have assessed their risk level.

HEIRACHY OF CONTROLS	
<b>ELIMINATION</b> Eliminate the hazard	Remove or stop the hazard if possible, remove the cause or source of the hazard, by eliminating the machine, task or work process. <i>If this is not practical, then substitute.</i>
<b>SUBSTITUTION</b> Substitute the process	Use a less hazardous process- use a less-noisy machine for the task, or introduce a less-noisy work process. <i>If this is not practical, then engineer.</i>
<b>ENGINEERING</b> Change the equipment	Introduce enclosures and barriers around or between the hazards. Improve maintenance procedures. <i>If this is not practical, then:</i>
<b>ISOLATION</b>	Separate or isolate the hazard or equipment from people by relocation or by changing the operation. <i>If this is not practical, then administer</i>
<b>ADMINISTRATIVE</b>	Design and communicate written or verbal procedures that prevent the hazard from occurring. <i>If this is not practical, then PPE</i>
<b>PERSONAL PROTECTIVE EQUIPMENT (PPE)</b>	Provide protective equipment appropriate to the risk. Provide training information and supervision to ensure that personal hearing protection is fitted, used and maintained appropriately. Equipment that protects the person exposed to the hazard.



**SAMPLE: Risk Management Checklist Template**

No	Description	OK	NOT OK	N/A
1	Barriers in place- safety tape, fences etc.			
2	Clearly Marked out Vendor Spaces			
3	Disabled access and facilities			
4	Drinking Water			
5	Electrics- lighting, PA, etc.			
6	Ensure Security sign in and out			
7	Emergency Access			
8	Emergency Exits cleared and open			
9	Emergency Services notified/briefed			
10	Exit Signage			
11	Extension, leads, cables and plugs tested and tagged			
12	Extension leads and plugs raised or covered and secured			
13	Fire Extinguishers in placed and signed			
14	Gas Bottles secured			
15	Any Hot surfaces out of publics reach			
16	Ladders- safe for purpose			
17	Licensed areas marked and policed			
18	Manual Handling procedures followed			
19	Staff/volunteers/performers/marshals/Security briefed			
20	Noise levels checked			
21	Pedestrian access clear and safe			
22	Roads and Walkways clear and in good condition			
23	Safety Officers Briefed			
24	Check for sharp and protruding objects around site			
25	Signs to Amenities			
26	Check Staging			
27	Ensure Stage Edging and Steps Marked			
28	Steps and handrail condition			
29	Special effect warning signs			
30	Switchboxes secured			
31	Tents and Marquees secured			
32	Toilets- Correct number and in working order			
33	Trees and branches			
34	Tripping Hazards			
35	Vehicles removed from site			
36	Vendors Briefed			
37	Wardens on site and briefed			
38	Waste Management in Place			
39	Warning signage in correct areas			
40	Weather and Wind condition check			

Safety concerns:

Inspected by \_\_\_\_\_ Date \_\_\_\_\_

# Appendix 3 – Stake Holder Letter Example

The following letter is an example only. The letter must include;

- Name Date and Location of the Event
- The Expected Number of Participants/Patrons
- Activities/Entertainment conducted as part of the Event
- Likely Distributions to residents and business with respect to noise, transport and road closures
- A contact number for further information or queries and your details/

## NOTIFICATION OF PROPOSED EVENT

Dear Resident/Tenant/Operator,

This letter is to notify you that (insert Company) are proposing to hold an event at (insert location/s) on (date)

Event Details;

- Start Time to Finish Time
- Brief Description of Event
- Expected Attendance
- List of Street, parks, locations affected and how they will be affected

The Mount Alexander Shire Council have been notified of this event and we will conduct our activities in accordance with the terms and conditions required by the Council.

We appreciate the support of the public in ensuring that our event is a success. We will make every effort to minimise impact on your neighbourhood. Noise will be kept to a minimum at all times.

We thank you in advance for your understanding and cooperation on this matter.

Should you have any queries or require more information, please don't hesitate to contact our event manager. (Name) on (Mobile Number) or the Mount Alexander Shire Council Venues and Events Officer, Jessica Grant, on 0400000000

Kind Regards,

(name)

# Appendix 4 – Event Plan Checklist

This checklist will assist you in the development of an Event Plan. We encourage all event organisers to develop an event plan. They are a reference for yourself and your working group and are also a great resource for funding and permit applications.

<b>Event Details</b>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> <li>• Event Name</li> <li>• Event date, location and times</li> <li>• Event Organiser Details</li> <li>• Event Description</li> </ul>	
<b>Event Running Sheet</b>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> <li>• Bump-in and Bump- out times</li> <li>• Event Timings</li> </ul>	
<b>Contact List</b>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> <li>• List of the key contacts of your event</li> </ul>	
<b>Public Liability Insurance</b>	<input checked="" type="checkbox"/>
<b>Stakeholder Notification Plan</b>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> <li>• Stakeholder Letter</li> <li>• Other Notification Plan</li> </ul>	
<b>Signage</b>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> <li>• Directional</li> <li>• Marketing Signage</li> <li>• Council Event Board usage</li> </ul>	
<b>Site Plan</b>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> <li>• Location and Dimensions of all aspects</li> <li>• Access and Egress Points (pedestrian and emergency services)</li> <li>• First Aid Location</li> <li>• Location of Extinguishers</li> <li>• Location of Facilities</li> <li>• Accessibility (disabled toilets, viewing areas and mobility services)</li> <li>• Location of marquees and other temporary structures</li> <li>• Fencing locations</li> </ul>	
<b>Infrastructure and Facilities</b>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> <li>• Equipment list</li> <li>• Drinking water provisions details</li> <li>• Details of toilet facilities</li> </ul>	
<b>Occupancy Permits</b>	<input checked="" type="checkbox"/>

<ul style="list-style-type: none"> <li>• Application for Place of Public Entertainment (POPE)</li> <li>• Temporary structures siting permit application</li> </ul>	
<b>Security</b>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> <li>• Security Plan</li> </ul>	
<b>Traffic Management Plan</b>	<input checked="" type="checkbox"/>
<b>Emergency Services Notification</b>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> <li>• Victoria Police</li> <li>• CFA</li> <li>• Vic Roads</li> </ul>	
<b>Emergency and Risk Management</b>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> <li>• Risk Management Checklist</li> <li>• Risk Management Plan</li> <li>• Occupational Health and Safety Officers</li> <li>• Emergency Contact List</li> <li>• First Aid Details</li> <li>• High Risk Hazards</li> <li>• Weather Contingency</li> </ul>	
<b>Waste Management Plan</b>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> <li>• Waste and Recycling Bins</li> </ul>	
<b>Waste Management Plan</b>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> <li>• Waste Wise Plan</li> </ul>	
<b>Food Vendors</b>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> <li>• List of vendors and their contact details</li> <li>• Health Permits</li> </ul>	
<b>Alcohol Plan</b>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> <li>• Liquor License Application</li> <li>• Red Line Map</li> <li>• Responsible Service of Alcohol</li> </ul>	
<b>Noise and Music Management Strategies</b>	<input checked="" type="checkbox"/>
<ul style="list-style-type: none"> <li>• Sound Technicians Details</li> <li>• APRA AMCOS Licences</li> </ul>	

# Appendix 5 - Event Plan Template

We have developed an Event Plan template for you to use when planning your event. We encourage all event organisers to develop an event plan. They are a reference for yourself and your working group and are also a great resource when registering your event, applying for funding and for permit applications.

## Event Details

Fill out the following details for your event plan. The tables should act as a rough guide for what to include in your event plan.

Event Overview	
Name of event:	
Bump-in date and time:	
Event date/s	
Bump out date and time:	
Location:	

Event Organiser's details	
Event Managers Name	
Organisation Name:	
Address:	
Phone:	
Email:	
Website:	







## Stakeholder Notification

Have you notified local residents and businesses that may be affected?

An example Stakeholder notification is another appendix in this Toolkit

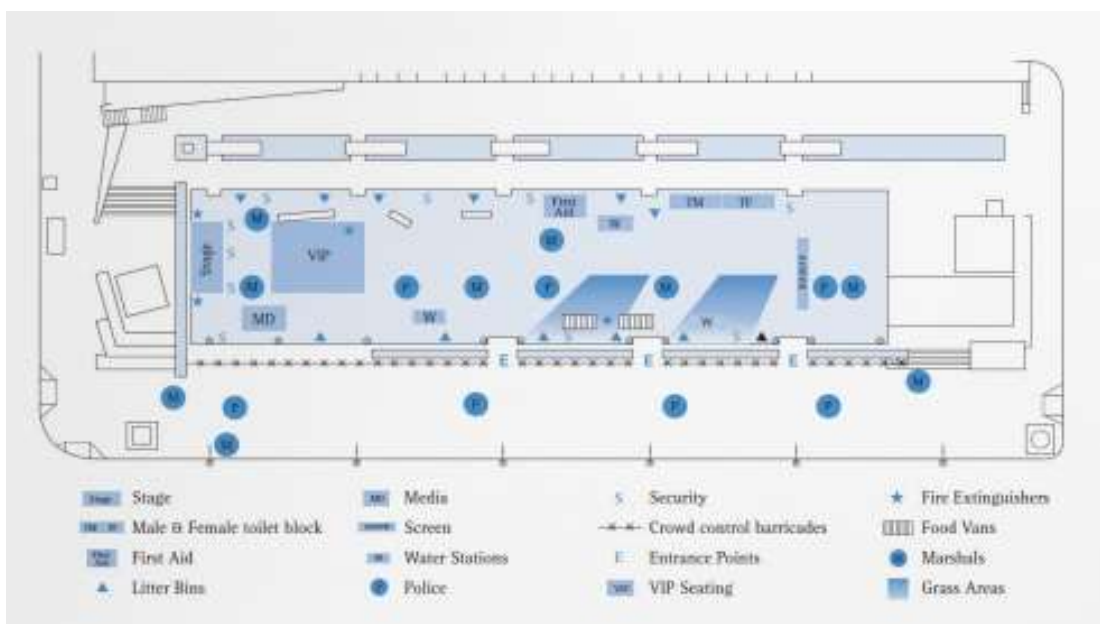
## Site Plan

It is important for your event to have a site plan, especially if you require a POPE permit, siting permit and for your Emergency Management Plan.

A site plan should include;

- The location and dimensions of all aspects of your event space
- Access and Egress point (pedestrian and Emergency Services)
- First Aid location/s
- Location of Extinguishers
- Location of facilities
- Location of Drinking Water facilities
- Accessibility (disabled toilets, viewing areas, access points and mobility services)
- Location of Marquees and other temporary structures
- Fencing locations
- Red Line area (if event is licensed)

## Site Plan Example



## Infrastructure and Facilities List

Details of all infrastructure and facilities at the location

Infrastructure and facilities list			
For Example	Type	Number	Dimensions
Marquees/tents			
Water			
Stage			
Lighting			
Toilets			
Generators/power			
Food Vendor			
Vehicles			
Cool Room			
Signage			
Fencing			
Other			

Details of Toilet Facilities		
Type	Number	Location
Male		
Female		
Unisex Accessible		

## Planning Permits

Have you applied for the necessary permits? \_\_\_\_\_

## Security Plan

The nature of the event and anticipated attendee numbers will determine if security is required. Event organisers may need to consider crowd control issues, serving of alcohol and safe storage of money. This information may also be required for your temporary liquor license application if applicable. In your security plan consider things like fencing, entry and exit points, ticket checking, age identity checks, lists of prohibited items and visible terms and conditions of entry (on website and on the day) .

Please detail your security plan and provide details of your Security Providers.

Security Plan	

Security Providers Details	
Company Name:	
Phone:	
Email:	
Website:	

## Vehicle Movement Plan

<b>Pick up and drop off points for staff/volunteers/performers</b> <i>(e.g. private vehicles, buses etc):</i>
<b>Courier and/or delivery drop off points</b>
<b>Safe Passage of Vehicles on site</b>
<b>Parking Arrangements</b>
The following safety arrangements and features are in place to minimize the risks associated with vehicle parking

## Food Vendors

Provide a list of food vendors and their contact details

Name	Company	Phone	Email

## Audio Visual Plan

Audio Visual Equipment List			
For Example	Type	Provided By	Person/company responsible
Radio Mic			
Sound Desk			
PA System			
Projector			

## Tech Details

Sound and other Tech providers	
Company Name:	
Phone:	
Email:	
Website:	

Have you secured Apra Amcos licenses? \_\_\_\_\_

## Alcohol Plan

If you are selling or serving alcohol, detail your alcohol plan. This will also help with your liquor license application to the VCGLR. It should include;

The type/s of alcohol that will be available, the containers it will be served in, provisions for container collection, designated dry areas, how you will check ids, number and location of security personnel, free drinking water location, number of bar staff and their training levels, copies of their RSA's, a red line map of the service area and proposed trading hours.

Alcohol Plan

## Event Budget

Below is a sample event budget. Developing a budget will help with grant application and making sure you are on track.

	Tendered?	Quoted?	Estimated	Final Figure
Advertising				
Equipment				
Food and Drink				
Hospitality				
Insurance				
Licenses				
Publications				
Risk Management				
Speaker				
Performers				
Staff				
Sundries				
Tech				
Transport				
Utilities				
<b>TOTAL EXPENDITURE</b>				
Ticket Sales				
Merch Sales				
Donations				
Sponsorships				
Volunteer Contributions				
<b>TOTAL INCOME</b>				
<b>BALANCE</b>				

## Marketing Plan

An example marketing plan can be found as appendix 6 in this toolkit.

## Event Evaluation

We encourage event organisers to conduct an Event Evaluation after the event date.

Gaining feedback from those who attended through surveys and from key stakeholders (i.e.: volunteers, community groups, sponsors) through evaluation forms or holding a debrief meeting with the organising committee is very helpful. This assists with future plans and may also be helpful in gathering evidence for grant applications in the future

### Event Evaluation Plan



# Appendix 6 - Marketing Plan Template

The following marketing template is a guide for event organisers. You can edit it to suit your own needs and incorporate your own information

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Delete the sample answers and any sections or areas not applicable to your event.

**Event Name:**

**Event Date/s:**

**Event Times:**

**Event Venue/s:**

**Event Details:**

Provide a brief description of the event including the purpose of the event and what it involves.

## Key Event Marketing Goals

Outline the key goals of the event marketing plan. Include specific goals and be as specific as possible with actual targets.

**Examples below:**

- Attract at least 3,000 people to the event from within Mount Alexander Shire, the Central Goldfields, Melbourne and Bendigo
  - Achieve at least 50% return visitation (i.e. visitors from previous 3 events).
  - Encourage people to stay an average of 2 nights
- Increase attendance at our event by 20% on previous year (from 1,000 to 1,200).
  - Increase participation in our sport/art/cause/charity throughout the year by at least 20%.
  - Generate greater community and business awareness leading to at least 2 new sponsors.
- Increase ticket sales by 500 (from previous year) by increasing the number of new people attending our event.
  - Generate greater awareness of our sport/art/venue
  - Broaden the type of people attending our event, with a particular focus on people who are not currently engaged with our activity/specific age groups etc.

## Key Target Audiences

Describe the people you want to attract to your event. Identify your primary target audiences (i.e. the main group of people you want to attract) and your secondary target audience (the second most important group of people you want to attract).

Describe your audiences in as much detail as you can – e.g. age, gender, where they are from, what they like, type of jobs, income brackets, what they read/listen to/watch/engage with etc.

### Examples:

#### Primary target audience:

- People who currently compete engage in our special interest/have an interest in live music performance. The majority are aged from 18 – 55 years, 60% men, 40% women, from Mount Alexander Shire, the central goldfields and Melbourne. Most have a passion for live music, many are young professionals, or young families

#### Secondary target audience:

- People who have not previously attended our event or visited the region (or possibly other events) but are currently active music enthusiasts. They include people from Melbourne and regional locations across Victoria.

## Key Messages and Brand

Identify your event branding and the key messages you will use consistently across your marketing campaign. The brand is the visual image or identity you project to your key target markets. Messages include both motivational (why people should attend) and informational (e.g. a change in parking arrangements, how to book accommodation etc.).

### Brand Examples:

- The following name and logo will be used in our promotional campaign:
- Our “by-line” will be “Great fun in the Sun!”.
- The following images will be used to promote our event:
- Brand Colours

### Key Message Examples:

- Date and venue
- Specific messages - e.g. “Your only chance to be a part of ....”
- Event will be a fun packed day for kids of all ages.
- This year’s brand new feature will be....
- Book early as tickets are limited
- Book your accommodation packages through our 1800 number...

## Marketing Support and Partnerships

Outline your marketing support (e.g. organisations you have contracted) and any marketing or media partners. Examples may include website designers, social media experts, media sponsors, printing suppliers etc.

## Key Stakeholder - Communication Plan

Identify all your key stakeholders (those impacted or likely to impact your event). Identify how, what, when and who will you communicate with them. They are likely to include Council, emergency services, affected businesses and residents, your event partners, tourism industry etc. **Example below** – delete and add your own.

Stakeholder	What/Message	How	When	Who
Council	Invite Mayor to....	Monthly meetings	By July 1, 2020	Sponsor coordinator
Sponsors	Approval for logo use etc.  Keep up to date with event progress.  Send invites to....	Draft marketing material sent for approval.  Set meetings	Nov 11, 2020  Dec 3, 2020	Sponsor  Coordinator
Tourism industry	Event dates – asap.  Booking system and special offers on websites and promotional material.	Event info in Tourism Association newsletter.	By Sept 1, 2020	Sponsor Coordinator
Add stakeholders relevant to your event				

## Marketing Activities

Decide which marketing tools you will use to promote your event. Below are examples of tools (there are likely to be other tools available to your event not listed). Select only the tools that will most effectively reach your target audiences, taking into consideration your expertise, resources and budget. Identify the timeframes, budget and expertise needed to implement each activity. Delete the table below when you have selected your tools.

MARKETING TOOLS	DIGITAL, ONLINE
<b>Word of Mouth</b>	<b>Website</b>
Identify ways spread event via word of mouth	Update website
<b>Databases/Direct mail</b>	<b>Social Media, Blogs, Forums</b>
Mail and email addresses	Facebook, Twitter, YouTube, Instagram, LinkedIn etc.
<b>Loyalty/Return visitation program</b>	<b>Event Apps</b>
E.g. discounts, special offers, thank you cards	App or QR code for posters, adverts, fliers etc.
<b>Ticketing</b>	<b>On-line advertising</b>
Selling methods, online, at events, sign up days etc.	Google ads, Facebook etc.
<b>Signature</b>	<b>SMS</b>
Include event details in email signatures.	SMS updates, details etc.
<b>PUBLICITY /PUBLIC RELATIONS</b>	<b>On-line Calendar listings</b>
<b>Free Editorial</b>	Event website calendars, Council, tourism operators etc.
Editorial stories, pictures, listings etc.	<b>MARKETING MATERIALS</b>
<b>Launch</b>	<b>Marketing Material</b>
Launch for media, sponsors, stakeholders etc.	Fliers, posters, programs etc. and distribution plan
<b>Functions</b>	<b>Signage; banners</b>
Thank you functions, awards, welcome events etc.	Signs on town entrances, other locations, venues
<b>Guest speaking opportunities</b>	<b>Notice Boards/Letter box drops</b>
Promote event at speaking engagements	Notices on notice boards; shops, letter box drops
<b>Other Events / Promotions</b>	<b>Outdoor advertising</b>
Attend other events, shopping centres etc.	Buses, billboards, signage, banners
<b>MEDIA – Editorial, Advertising</b>	
<b>Media Releases</b>	
Determine topics, dates, distribution strategy	<b>COMMUNICATIONS</b>
<b>Television</b>	<b>Local Politicians</b>
Sponsorship, community service announcements, paid ads, news stories	Request inclusion in newsletters, at office etc.
<b>Radio</b>	<b>Council, Tourism, Businesses</b>
Sponsorship, community service announcements, paid ads, prize giveaways, news stories, interviews	Identify opportunities for advertising, promotions, special offers, cooperative marketing etc.
<b>Newspapers</b>	<b>Co-promoters</b>
Sponsorship, advertising, media releases, prize giveaways, joint sponsor promotions/adverts	Identify potential partners to promote event – e.g. sponsors, local businesses, tourism, retailers
<b>Magazines, Trade publications etc.</b>	<b>EVALUATION</b>
Media releases, stories, pictures, advertising	<b>Media Clippings</b>
<b>What's On Event listings</b>	Collate use the following year and to evaluate marketing
Local, regional, state newspapers, magazines, etc.	

Below are examples of information to include in your plan. Delete if not applicable, and add others applicable to your event.

### Launches, announcements, public relations

Outline when and how you will do any launches, announcements, media or sponsor events or other public relations activities.

### Website and Digital Media

Outline your existing website traffic and your targets. Identify the key additions and changes to your website as you get closer to the event. Include how you will promote your event and the Mildura region if applicable. Examples below – delete and add your own.

#### Web Analytics - Examples

Analytic	Current situation	Goal (by event date)
Sessions	4,000	8,000
Users	1,500	2,500
Page views	5,000	7,000

#### Website Plan - Examples

Activity	Date	Who
2020 event details added (2019 removed)	By January 22nd, 2020	
Mobile friendly site activated		
Sponsor links and special offers added		
Tourism information included – links to VIC, MRT		
Search Engine Optimisation (SEO)		
New content added (insert dates)		
Set up analytics tool to measure		
Special tourism and retail packages and offers		

## Social Media Plan

Outline your existing social media reach, how to build it and how to promote your event, the Mildura region, work with your event partners etc. **Examples below** - add your own.

Analytic	Current situation	Goal (by event date)
Current likes on Facebook	20,000	27,000
Current Twitter Followers	4,000	6,000
Current Instagram Followers	1500	8000

### Social Media Plan:

Date	Channel	Title	Content	Who
	Facebook	Add BOOK NOW to Facebook – link bookings system		
	Facebook	Happy New year from our event		
	Facebook	Feeling lucky?	Sponsor X is pleased to giveaway a \$200 voucher to one lucky fan of our event. Share to win.... (pic – sponsor)	
	Facebook			
	Instagram	Sponsor Profile		
	Instagram	Performer Profile	Make sure to tag performer Insta	
	Instagram	Call to action	Tickets selling fast	

## Email Marketing

Outline the size and source of your email database, how you will grow it, and communicate with your database. **Examples below** – change to suit your event.

Database	Current situation	Goal (by event date)
Past attendees	2,000	4,000
Sponsors, partners, supporters, donors	50	70
Other stakeholders	600	2,000

Email database will be expanded by:

- “Register to receive updates” to be added to website
- Competition to be run via social media with prize from key sponsor 16 – 12 weeks prior to event (emails required to enter).
- Competition at event with prize from sponsors

## Email Marketing Campaign

Date	Campaign	Database	Who
	Launch for 2020	All 300	JG
	Competition	All 300, plus via sponsor and event partner emails	
	Special offer	All 300, plus sponsor and event partners	

## Printed Collateral

Include details of printed collateral such as posters, fliers, newsletters etc. **Examples below.**

Collateral	By When	Distribution channels	Who	Cost
1000 x DL fliers (double sided)	Designed and printed by Jan 21, 2020	Local retailers x 400 Mail database x 100	Marketing Co-ord	
70 x A2 Posters	As above	Local retailers x 40 Notice boards x 20 Visitor Centre x 5	Marketing Co-ord	
2,000 x Programs	By March 30, 2020	Distributed at event	Marketing Co-ord	

## Advertising Plan

Outline your advertising plan. Adjust the table to suit your plan. **Examples below.**

Advertising	Media	Location	When	Cost
Television adverts - 15 sec x 50 placements	WIN TV	Bendigo	1/1/2020 – 15/1/2020	
2 adverts for ticket sales - 3col x 129	Newspaper	Castlemaine	15/1/2020 22/1/2020	
Media Sponsorship Plan	Media	Location	When	Cost
Radio sponsorship – 100 x 30 sec adverts	MainFM	Castlemaine	1/1/2020 – 21/1/2020	



## Media Plan (non-paid/editorial)

Outline your media plan including long term media (i.e. magazines etc. that can require up to 4 months lead time) and short term media. Consider interesting angles, new stories, photo opportunities, special announcements etc. **Examples below** – delete and add your own.

Media Opportunity	Media	Location	When	Who
Announcement of new dates and changes	Local radio, newspaper, TV			
Feature story about event	Our national magazine, 10,000 readers	Australia, New Zealand		
Ticket sales and key attraction	Local radio, newspaper etc			

## Key Media Contacts

Identify key media contacts, who will make contact and how you will build relationships. Consider local, regional, state, national contacts.

Name	Media	Story/Angle	Phone	Email

## Marketing Partners Plan

Outline who else will promote your event and how this will happen. **Examples** only included below. Delete and add your own if applicable.

Date	Marketing	Who	Information to be included
	Motel A, B and C – to send out event details to their email database		
	Stallholders A, B, C, D to promote event on their social networks.		
	Sponsors A, B, C to promote event on social networks and via email to their clients.		
	Venue X to include posters at venue. 3 x social media posts in 5 weeks leading up to event.		

## Calendar Listings and What's On Listings

Outline the websites and what's on listings (e.g. in magazines etc) you will add your event details to.

**Examples below**, tailor the list to suit your event.

Website	When	Who
<a href="http://www.bendigoregion.com.au/visit-castlemaine-maldon">www.bendigoregion.com.au/visit-castlemaine-maldon</a>		
<a href="http://castlemainenow.com/whats-on/">http://castlemainenow.com/whats-on/</a>		
<a href="http://www.visitvictoria.com">www.visitvictoria.com</a>		
<a href="http://www.aroundyou.com.au/">http://www.aroundyou.com.au/</a>		
<a href="https://www.eventfinda.com.au/whatson/events/castlemaine">https://www.eventfinda.com.au/whatson/events/castlemaine</a>		

## Signage Plan

Outline the signage plan to promote the event.

Signage	Location	Installation Dates	Who

## Tourism Marketing Plan

Outline what you will do to market to tourists outside the region as part of your marketing campaign.

### Example below:

The event will highlight the key attributes of Castlemaine/Maldon/Newstead and reasons to visit including the following:

- Event website will include the Mount Alexander Visitor Information and Booking Centre phone numbers, email address and website link
- Social media posts (4 in lead up to the event) will include information on the location, how to book accommodation and why stay an extra day.
- In partnership with 5 accommodation providers (list) the event will be marketed by emails to a database of 8,000 people who have previously visited before or have expressed an interest in visiting. Event and tourism information will be included in the email.

## Outline other Marketing Tactics, Plans and Activities

- 
- 
- 

## Marketing Evaluation Plan

Outline how you will evaluate whether your plan has been successful. Identify any tools you will need to measure what worked and what didn't work. These may include social media analytics, surveys (at event or on-line), feedback forms, ticket sales, phone calls/email enquiries/website traffic (following media/marketing activity), actual responses to special promotions, amount and type of media received, de-briefs etc.

## Summary of Marketing Plan

You may wish to provide a summary of your marketing activities to ensure it aligns with key dates. Consider using an excel or other spreadsheet for the summary. Two sample templates below:

Example summary format 1:

Date	Message/Activity	Website	Email	Media	Advertising	Signage	Printed
	Fliers and posters printed						
	Media release issued						
	Program & early bird ticket announcement						
	Interview						
	Signage installed						
	Feature article; video						
	Special offer						
	Early bird closes Competition details						
	Detailed program						
	Interview/feature video						
	Special offer from sponsor						
	2 weeks to go – FAQ – preparing for event Why attend						
	Excitement building – media						
	<b>Event Date</b>						
	Post event thank you; survey, sponsor						
	Highlights and photos						

Example summary format 2:

Activity	Who	Jan	Feb	Mar	Apr	May	June	Jul	Aug
Website		Develop	Live	Update	Update	Update	Update	Update	Update
Blog				Date	Attraction	Cost	Book	Why	Details
Email									
Facebook									
Twitter									
YouTube									
Media sponsors		Approach	Approach	Negotiate	Agreement	Plan	Implement	Implement	Implement
Media release				Entertainment		Announcement	Attraction	x 3	X 2
Print			Design	Design		Print	Distribution	Distribution	Distribution
Advertising									
Signage									

## Marketing Budget

Identify all income and expenses associated with your Marketing Plan (add relevant line items to the sample template below). Create an excel spreadsheet and transfer to the Marketing Plan. Include your cash and in-kind income and expenditure (as below).

Item	Supplier	Cash Budget	In-kind Budget	Actual (YTD)
<b>Income</b>				
Marketing budget	Festival	\$5,000		\$5,000
In-kind sponsorship (actual documented value)	Radio Co	\$0	\$3,000	\$
	Printing Co		\$1,000	
	Design Co		\$500	
	Social Media Co		\$500	
<b>TOTAL</b>		<b>\$7,500</b>	<b>\$5,000</b>	
<b>Expenditure</b>				
Printing	Printing Co	\$1,000	\$1,000	
Website	Website Co	\$500		
Social media	Social media Co	\$500	\$500	
Signage		\$1,000		
Advertising:	Radio Co	\$1,000	\$3,000	
	Newspaper Co	\$1,000		
	Magazine Co	\$1,000		
	Tourism Mag	\$500		
Market research		\$500		
Photography		\$500		
<b>TOTAL</b>		<b>\$7,500</b>	<b>\$5,000</b>	