

Festivals & Events Policy

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1 Document Information

The electronic version of this document is the controlled version. Printed copies are considered uncontrolled. Before using a printed copy, verify that it is the current version.

RESPONSIBLE GENERAL MANAGER	General Manager Corporate Services
RESPONSIBLE MANAGER (Policy Owner)	Manager, Communications & Community Relations
APPROVED/ADOPTED BY	Council
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EFFECTIVE DATE <i>(If different from approval date)</i>	Not applicable
REVIEW DATE	
CM REF AND VERSION	20/104161
VERSION HISTORY	This Policy Replaces 13/44491

2 Purpose

The purpose of this policy is to:

- Provide a framework for Council's role in facilitating festivals and events in the City of Kingston, either by direct delivery or by supporting community events.
- Support the goals of the Council Plan through a calendar of vibrant and inclusive events, encouraging community connections and local participation.

3 Scope

This policy applies to all events within the City of Kingston that are either:

- Delivered by City of Kingston staff; or
- Delivered within the municipality by members of the community.

The ongoing financial commitment for City of Kingston to manage the delivery of any festival or event is determined through Council's annual budget process.

4 Policy Details

Council recognises the importance of festivals and events, and the role they play in strengthening our community. In the delivery of these events, we establish a calendar of vibrant and inclusive events, encouraging community connections and local participation.

Council events are to adhere to relevant legislation and event regulations. Where appropriate, relevant regulatory information will be provided to community groups through the event notification process.

Council has three key roles in facilitating events: planning, delivering and supporting.

4.1 Planning

Council has a role in planning events to meet the needs and expectations of our community, while reflecting our unique location and the demographic profile of our residents. A philosophy of continuous improvement will be implemented so events are delivered to a high quality and standard.

The current calendar of events delivered by Council will be reviewed regularly against the following criteria:

- attendance
- community satisfaction
- event objectives
- total event cost
- risk management principles
- identified community needs
- geographical spread

New events can be added to the calendar if a new event is identified to better meet community needs or there is a gap identified in the current calendar. Any new event needs Council approval.

4.2 Delivering

Council delivers an annual calendar of events for the community. This calendar includes:

- **Australia Day Celebration**, held on Australia Day
- **Mordialloc Festival**, held the week before the Labour Day public holiday in March
- **Carols by Kingston**, held in December
- **Pet Expo**, held in April
- **Spring Fair**, held in October
- **Volunteer Recognition**, held in September
- **Senior's Festival**, running for the month of October
- **Kingston's Woman of the Year**, held on or around International Women's Day
- **Centenarian event**, held in November
- **Citizenship Ceremonies** throughout the year as required by the Federal Government Office of Home Affairs

Council also delivers a range of community and civic events, openings, presentations, launches, workshops, seminars and celebrations.

4.2.1 Community involvement in event delivery

Our major festivals offer opportunities for the community to assist with the delivery, including volunteering positions, fundraising opportunities or advertising partnerships with local groups and organisations.

Applications for volunteering at our major festivals can be made via direct contact with Council's Digital, Design & Events team.

An opportunity to fundraise is available through an expression of interest, as outlined in **Appendix 1 – Friends of the Festivals**.

4.3 Supporting

In addition to the delivery of our calendar of events, Council plays a key role in supporting community groups, businesses and individuals to run their own events, to further encourage community ownership, connection and engagement.

Financial support can be provided by Council to event organisers, to assist them to deliver safe and successful events. This support can be through either event sponsorship, a one-off grant, or in-kind support.

Events that Council will consider supporting must be in line with Council's Sponsorship Policy. They will be determined on an annual basis, scheduled within the financial year and subject to terms and conditions as specified in an agreement between Council and the event organiser.

4.3.1 Event sponsorship

For certain community events, limited financial support is available through a Council Sponsorship. This sponsorship support will be determined via application and the event must be scheduled within the financial year the sponsorship is requested.

The availability of financial sponsorship for community events will be determined by the number of requests previously granted and event organisers are encouraged to seek additional funds from other sources such as State Government and private funding.

All sponsorship will be subject to terms and conditions as specified in an agreement between Council and the event organiser and must comply with Council's Sponsorship Policy.

4.3.2 One-off grants

Funding is available for community events through Kingston's annual Community Grants Program and is aimed at supporting activities and events that take place within the municipality, that:

- are inclusive and accessible
- meet community needs
- promote community cohesion
- encourage resident engagement and participation
- assist Council in achieving its planned outcomes
- benefit the local community.

Applicants must also comply with Community Grants Guidelines and Policy.

4.3.3 In-kind support

Council provides guidance and advice to event organisers regarding legislative requirements and Council process when delivering events via the Event Notification Process. The Events team organises and connects relevant Council departments to seek approval and support for approved events.

Appropriate support of community events may also include:

- assisting with promotion of the event using existing Council publications and resources
- provision and collection of rubbish and recycling bins
- access to public toilets (where possible)
- advice on site-layout (regarding the installation of temporary structures)
- liaison with internal Council departments regarding the issuing of permits for traffic management, occupancy, building, advertising and food (note fees may be involved in obtaining these permits)

Any associated costs will be the responsibility of the event organiser.

The City of Kingston is not able to provide support for the following items:

- traffic management planning and/or implementation (including the preparation of traffic management plans)
- signage design, production or provision
- public liability insurance
- event plans including site layout, risk and emergency management, public transportation and environment management plans

- infrastructure or equipment including marquees, chairs, tables, PA Systems, lecterns
- delivery of services that attract a direct or additional cost to Council.

Council is also unable to provide recommendations as to who to engage to perform the above tasks for events.

5 Delegation Authority and Decision Guidelines

5.1 Delegations/Authorisations

Not applicable

5.2 Exemptions

None.

5.3 Human Rights Charter

This policy has been reviewed against and complies with the Charter of Human Rights and Responsibilities Act 2006.

6 Related Documents and Resources

Legislation / External Documents

This policy refers to the following State legislation and local laws –

- (a) Building Act 1993
- (b) Marine and Coastal Act 2018
- (c) Kingston Community Local Law
- (d) Planning and Environment Act 1987
- (e) Road Safety (Traffic Management) Regulations 2019
- (f) Privacy and Data Protection Act 2014
- (g) Occupational Health & Safety Act 2004

City of Kingston Documents

- (h) 12/49514 Event Sponsorship Policy (Sponsor)
- (i) 12/49513 Event Sponsorship Policy (Recipient)
- (j) 10/46372 Sponsorship Record
- (k) 16/46272 Safety Policy – Occupational Health & Safety
- (l) 15/30985 Community Grants Program Policy
- (m) 12/45627 Election Period Policy
- (n) 17/53217 Child Safe Policy
- (o) Event Notification Process
- (p) Event Application Guidelines
- (q) Friends of the Festivals Procedure

7 Definitions

Event	An organised sporting, recreational, cultural, commercial or social gathering of people, held on land managed by Council
Event organiser	The individual responsible for coordinating an event
Council event	An event planned and delivered by the officers of City of Kingston including those facilitated in partnership with State Government.
Community event	A free event delivered by a local community group or association, approved by the City of Kingston through Event Notification process
Commercial event	An event as described in the Commercial Use of Land Policy, approved by the City of Kingston through permit issue.

: Friends of The Festivals

General Information

Each year, Council presents two premier events, providing world-class entertainment, local produce and an opportunity for our community to celebrate together:

- **Mordialloc Festival** features a jam-packed two-day line-up of local and international artists, along with delicious local food and wine and plenty of activities and rides for the kids.
- **Carols by Kingston** is a festive favourite, with market stalls, rides and a visit from the big man himself – Santa.

Fundraising opportunities exists for local community groups, organisations or clubs to assist in the delivery of these events.

Why Get Involved?

Volunteering and becoming 'Friends of the Festivals' not only gives groups an opportunity to raise money, but also provides ways to meet new people, gain new experiences, stay active, try something new, put back into the community and have fun along the way.

There is also opportunity to market your group or club to a large crowd free of charge.

Eligibility

To be eligible, groups must:

- be an incorporated group based within and servicing the City of Kingston
- operate on a not-for-profit basis
- ensure their application is received by the nominated closing date (no late applications will be considered)

Applications will be accepted from groups who wish to partner with another eligible community group, to ensure adequate numbers of volunteers for the duration of the event.

Applications that may involve Council in controversial issues such as political or cultural sensitivities, or expose Council to adverse criticism, will not be considered eligible.

Assessment

Council officers will assess eligible applicants against the following:

- ability to provide sufficient volunteers to oversee the required activities for the duration of the event
- demonstrated ability to organise or coordinate an activity of this nature and/or experience in these types of activities.

Preference will be given to applicants that:

- have not undertaken the opportunity in the previous two years;
- are not already in receipt of a Council grant or sponsorship or other in-kind support.

Conditions

Council officers will appoint the successful group with the following conditions:

- Appointments will be made on a rotational basis with preference given to community groups, organisations and club who have not previously had the opportunity to fundraise at festivals;
- Successful applicants will be notified a minimum of two months prior
- Successful applicants will be required to undertake site safety induction prior to the commencement of the festival.

Fundraising Opportunities

Further details can be found in the Friends of the Festival procedures.

Carols by Kingston

Held the Sunday two weeks before Christmas

Crowd size: 10,000

Candle Sales

- 6pm – 10pm (please allow sufficient time for your set up and pack down)
- Sufficient numbers of volunteers must be provided to cater for predicted crowd numbers
- Stock of candles, cups, a float, marquee and signage is provided by City of Kingston

\$500 donation to the successful applicant post festival.

Mordialloc Festival

Held the week before the Labour Day public holiday in March

Approx crowd numbers – 40,000 across two days

Entry Gate

- Operate the entry fee collection for the duration of the event
 - Multiple gates from 11am – 10pm each day
- Sufficient numbers of volunteers must be provided to cover the above hours of operation
 - Four people per gate

\$2,000 donation to the successful applicant post festival
