

Community Events in Knox

Knox City Council offers support community run events by providing best practice event management information and guidance to event organisers. Our aim is to enable well organised, sustainable, safe, compliant, and locally engaging community events in Knox.

Whilst Council encourages all event organisers to develop a detailed Event Management Plan to guide each aspect of your event planning and delivery, the following events management info pack provides an initial checklist for your planning and consideration when planning your event in Knox.

1. Defining and Scoping your Event

Establish a Vision

- Why do you want this event? What need are you fulfilling?
- Create a vision statement for your event that captures in one sentence what you aim to achieve with the event, eg “Celebrating Diversity in Knox” or “Family Fun for all ages”
- Give your event a catchy name that reflects your vision

Find your team

- Who will be helping you plan and deliver this event
- Most events need at least the following roles: Stage Programmer, Stallholder Liaison, Site Manager, Treasurer and Marketing. You will also need extra help on event days, beyond those supplied by contractors – especially for bump in and out times.

Audience Profile

- Who are you trying to engage in the programming – artists, musicians, local groups etc?
- Who is your desired audience? – define your audience profile (eg. families in Boronia, youth, etc)
- Identify your primary stakeholders and partners for this event and their roles.

Set your Goals and Targets

- What does success look like? How will you measure this?
- Consider your goals and targets (eg. audience numbers, patron and stallholder engagement, consultation and feedback, marketing engagement, fundraising targets, variety of programs etc).

Budgets and Resources

- Identify all income sources (grants, sponsorship and revenue from past events). You can find helpful links to event funding and grants at www.knox.vic.gov.au/grants
- Cost out your planned expenditure into key spending areas such as performers, equipment, contractors, marketing, logistics, printing, signage, staffing and consumables and track your spending in a detailed spreadsheet.
- Keep all invoices and receipts for grant acquittal and tax purposes.
- Consider the skills and networks in your team and how you might call on these resources to support your event rather than relying only on financial resources.

2. Event Date and Location

- Check local and regional event calendars to avoid nearby or similar style event date clashes.
- Consider aligning your event with a national day or week of importance if it supports your vision (eg. NAIDOC, Diversity Week).
- Research the ideal location, thinking about the following:
 - Do you seek to activate a particular space or neighbourhood? Why?
 - Internal or external venue availability – enquire with Council, property owner – tentatively book the date
 - Wet weather considerations for outdoor events
 - Access to flat land suitable for structures and accessibility for patrons
 - Amenities and infrastructure such as staging, toilets and water on the site
 - Accessibility for people with mobility issues
 - Access to power, 240v and/or 3-phase power (used for large sound systems)
 - Parking, pedestrian and traffic conditions surrounding the event site
 - Ability to bring vehicles onto the site
- Secure your preferred event site by contacting the land owners and discussing your event proposal.

3. Programming

- Programming should be designed to attract the people you want at your event, and engage the stakeholder groups you identify as key partners for this event
- Programming can engage a variety of presenters, including volunteers, contractors or artists, and all should be engaged using a written agreement.
- Programming should include a variety of active play, entertainment, and relaxed gathering spaces:
 - Stage entertainment and roving performance
 - Workshops and demonstration spaces
 - Interactive arts play and site decorations
 - Rides, amusements, games and sports
 - Food vendors, food trucks, taste testings

- Stallholders: community sites / market sites

4. Logistics and Site Design

- Consider what structures and equipment you need on site, contact suppliers and engage them using a written agreement/contract
- Considerations include:
 - Staging, marquees, seating, tables and sound systems
 - Decorations and displays
 - Materials and equipment to support programming (eg. art supplies)
- Map out your site to ensure structures, walkways, access points and programmed spaces offer a natural and safe flow through the site
- Consider natural shade, access to amenities and site suitability for prams and mobility assisted patrons

5. Event Compliance Checklist

Depending on the scale, location and nature of your event, it will attract different kinds of laws and regulations for which you will need to comply. The table of the following pages offer an overview of the types of events and the compliance they are likely to require. The new **event permit** applies to events that fall into the Category Two Events: Festivals and Events from 1 July 2020.

It is the responsibility of all event organisers to comply with the laws, regulations, acts, permits and standards required for events held within Knox.

Event Categories Checklist: Where does your event fit?			
Category One: Functions Small events, functions and parties (under 500 people) that involve low risk activities and the following is true:	✓	Category Two: Festivals and Events Festivals and events of any size that involves medium to high risks and the following is true:	✓
<ul style="list-style-type: none"> • If held in a public space/Council owned land, you are not sectioning off the space and non-event patrons can still access the site OR <ul style="list-style-type: none"> • If held on private property or public facility (eg. residential home, community hall*), your event is 'within the scope of normal use' of that property zoning, tenancy or hiring agreement, meaning that the existing parking, toilets, bins, waste removal, water, accessibility, 		<ul style="list-style-type: none"> • If in a public space/Council owned land, or it is at multiple locations, or requires sectioning off or sole use of a public space OR <ul style="list-style-type: none"> • If held on private property or public facility (eg. residential home, community hall), your event is 'beyond the scope of normal use' of that property zoning, tenancy or hiring agreements, meaning that (some of) the existing parking, toilets, bins, waste removal, water, accessibility, structures, general amenities etc. at this site is inadequate for your activity and 	

<p>structures, general amenities, etc. at this site is adequate for your activity.</p> <p>*Please note – If conducting live entertainment within a Class 9b building with a floor area of greater than 500m² a POPE is required.</p> <p>All of the following will be true:</p> <ul style="list-style-type: none"> • Minimal environmental impacts (no waste, noise or site impacts) • No food vendors or commercial caterers • No temporary structures or less than 5 low risk structures (eg. pop up marquees that are weighted) • No changes to traffic or parking, no significant increase to cars in the area as per usual use of the site • Free/Donation only for food, e.g. sausage sizzle 	<p>you will be bringing in extra structures/services.</p> <p>One or more of the following will be true:</p> <ul style="list-style-type: none"> • Sale of food and/or drink • Sale or BYO alcohol • Traders, market sites or stallholders involved • Road and/or carpark closure or changes to traffic conditions • Temporary structures, such as marquees, stands with more than 20 people and stages • Inflatables, amusement rides, hired contractor activities • Fireworks and/or pyrotechnics • Camping/overnight access • Amplified music/large sound system and noise in public space • A-frame signage or real estate boards • There will be a need for extra bins and/or waste removal at this site for your event • There will be a need for extra toilets/portable toilets on this site for your event • Council Sponsored event through Community development grants • Charging an entry fee or asking for donations 	
--	--	--

Event Permits and Approvals

Here is a guide to the types of permits and approvals you will need, depending on the category of your event.

Category One: Functions

- Party Safe Victoria
- Victorian Food Act
- **Insurance appropriate for your event:** Check with your provider if your insurance covers this event
- Working With Children Checks

Category Two: Festivals and Events

Knox Council Permits and Approvals (compliance with Category One plus one or more of the following is required)

- Event Permit
- Community Laws Permits
- Fireworks Permit
- Signage Permit (Temporary Permit)
- Roadside or Footpath Trading Permit
- All Community Laws Permits are located at <http://www.knox.vic.gov.au/permits>
- **POPE Permit**
An Occupancy Permit for a Place of Public Entertainment is required when any building or place is used for an event which normally would not be used for that purpose.
Types of events can be fetes, festivals, sporting events, music events, carnivals or the like.
An Occupancy Permit for a Public Entertainment must be displayed at the event office or at a place where it can be readily viewed when required.

Siting Consent for a Prescribed Temporary Structure Place of Public Entertainment

When all structures being used as part of a Place of Public Entertainment have an Occupancy Permit issued by the Victorian Building Authority and activities are contained within those structures, only a siting consent is required. In general a siting consent is applicable to mobile entertainment like circuses, and large stages which are prescribed temporary structures.

- **Risk and Safety Documentation**

To obtain a POPE Occupancy Permit, applicants may also require the following documentation:

- | | |
|--|--|
| <input type="checkbox"/> Insurance Certificates | <input type="checkbox"/> Traffic Management Plan |
| <input type="checkbox"/> Risk Management Plan | <input type="checkbox"/> Event Site Plan |
| <input type="checkbox"/> Event Management and Emergency Plan | <input type="checkbox"/> EPA Noise Management Plan |

Council is able to supply templates and examples to assist in the development of these documents.

Victorian Government Regulations (other regulations may also be required)

- **Victorian Food Act**
- **Victorian Mobile Food Streatrader Registration Approval**

- Victorian Liquor Licence Approval
- VicRoads
- Work Safe Victoria
- EPA Victoria
- VBA

Knox Council Permit Fees 2019/2020

Type of Permit	2019/2020 Fee
Event Permit	Free for Community & Non-for profit organisations. Application Fees may apply for Commercial Events.
Streatrader Registration for mobile food vans and temporary food premises	Food Act Registration fees Please contact Knox Council Health services on 9298 800 for updated fees.
Place of Public Entertainment Occupancy Permit	1 year \$590.00 5 year \$1,210.00
Temporary Permit Note this can cover the below permit fees if required	Permit fee: \$238.00 (includes \$152.00 non-refundable application fee and \$86.00 permit fee).
Roadside trading	Application Fee \$146 + <ul style="list-style-type: none"> - 1 day permit \$213.00 - 2-7 day permit \$421.00 - Up to 1 month permit \$1,180.00
Fireworks on Public Land	Permit fee: \$238.00 (includes \$152.00 non-refundable application fee and \$86.00 permit fee).

Note: Application fee is non-refundable. Please check the relevant website for the latest fees and charges.

6. Marketing

Digital Media

Digital media is a cost effective method of marketing and can be used as a targeted approach towards promoting your event. With the ongoing development of social and other online media, an online presence is becoming more important and can contribute greatly to the success of an event.

- Facebook Events are a simple way to attract patrons, communicate key event information and program highlights, and monitor expected attendance numbers. Sharing your event to community pages can expand your social media reach exponentially.
- Consider allocating a small marketing budget to Facebook ‘Boosted Posts’ which can promote your event to your target audience using geographic and other indicators.
- Free listings will allow you to add your event to online websites and event guides at no cost (some offer feature advertisements at a small cost). These include:

<ul style="list-style-type: none"> ○ Event Finda ○ Mama Knows East ○ What’s On - Melbourne ○ Everi ○ Live Guide website ○ My Guide Melbourne ○ Only Melbourne ○ The Age - What's On ○ The Urban List 	<ul style="list-style-type: none"> ○ Time Out ○ Tot Hot or Not ○ Creative Victoria Calendar ○ Victorian Multicultural Commission ○ Visit Melbourne ○ Vic Gov ○ Weekend Notes ○ Leader and Local Newspapers
---	--
- Live Event Feeds can enhance your event by sharing live videos and other content to Facebook and other platforms for both your attendees, and the general public.
- It’s important to note that these feeds can also assist in communicating real time updates and information, particularly in an emergency.

Print Media

- Don’t forget to notify local residents of the event through a letter drop. You should advise of any potential disruptions but also use the opportunity to invite them to attend the event.
- Printed flyers and posters can be distributed to local cafes, shops and businesses.

Paid Advertising

If your budget allows for some paid advertising, your ability to target your desired audience will grow considerably. Some of the more effective paid advertising activities include:

- Boosted social media posts
- Local newspaper advertisements
- Google advertising campaigns
- Featured articles in digital platforms

Council Resources

Utilise Council resources to further promote your event by providing an event brief and associated artwork or imagery to the Events Team either by sending your Facebook Event via messenger to our Knox Arts and Events Facebook messenger inbox, or emailing events@knox.vic.gov.au with an event brief.

Our resources include:

Knox Arts & Events Facebook page: [facebook.com/knoxartsandevents/](https://www.facebook.com/knoxartsandevents/)

Knox Arts & Events eNews [Subscribe](#)

Knox Council Facebook Page: <https://www.facebook.com/KnoxCouncil>

Knox Arts & Events Instagram page: [instagram.com/knoxartsandevents](https://www.instagram.com/knoxartsandevents)

7. Event Delivery

After months of planning, it's time to roll out your event. This step requires particular consideration to ensure that all your hard work producing plans and programs is implemented correctly on the day. This last step will require the production of final event documentation and management of the various stakeholders involved on the day.

Event Production

- It's important to ensure the appropriate amount of time is allocated to safely Bump-in and Bump-out the event.
- In order to do this, producing a thorough bump-in schedule and production schedule will help in identifying all the key tasks which will require completion.
- The Bump-In schedule will outline all delivery and supplier arrivals to site, the relevant contact information and event personnel responsible.
- The Production schedule will outline all key tasks that must be completed, at what time and by which responsible person/group.

Event staffing roles, responsibilities and rostering

- A staff roster should be produced outlining all event staff, their role and associated responsibilities and shift times.

- One individual must be recognized as the designated Safety Officer and must not fulfil any other role on the day but this.
- Some other roles you may need to consider are Communications Officer, Stallholder Liaison, Performer Liaison, Stage Manager, Area Warden and Chief Warden.

Safety and Risk Management

- Although the Safety Officer takes the lead in completing risk and safety checklists, it is everyone's responsibility to ensure the safe set up and running of the event.
- Any safety concern must be communicated to the Event Control Centre or Safety Officer and rectified as soon as possible.
- It's recommended that all Event Control Centre communication is recorded and therefore can be reflected on during post event evaluation.

Communication

- An Event Control Centre should be set up for the duration of bump in, event hours and bump out. The Event Control Centre should be a quiet, central and safe place and act as the central communication point.
- For some events, the use of 2 way radios is advisable and will support the communication of important information to key personnel in a quick and easy manner.
- All staff, suppliers and other event personnel are required to sign in at Event Control so there are detailed records of who is present on the event site.
- An all staff and supplier induction should take place during Bump-in to provide an overview of the event and identify key locations around the event site including drinking water, toilets and first aid.
- The Evacuation Plan should also be run through by the Chief Warden, who will also take the lead in the event of an emergency and responsible for making the decision to evacuate.

Event Kit

Along with all the event documentation, a comprehensive Event Kit should be compiled for use on the event site during Bump-in and the event. Some handy items include:

- | | |
|--|------------------|
| • Cable ties | • Stationery |
| • Snips/Cutters | • Paper |
| • Gaffa/heavy duty tape | • Hand sanitiser |
| • Caution tape | • Fluro tape |
| • High visibility vests | • Tap key |
| • Sunscreen | |
| • Signage (ie. No Smoking, Staff Only, Toilets, etc) | |
| • Basic cleaning supplies | |

8. Evaluation

- Review your initial measures of success. Did you meet your targets?
- Conduct an event debriefing with your team and key stakeholders
- On the day/post event surveys - what do you need to know, what will you do with this information?

Ensure you record the feedback, debriefing and survey evaluation data to help inform your team when planning your next event.

9. Contact Us

Knox Arts & Cultural Services - Festivals and Events Team

E: events@knox.vic.gov.au

P: 9298 8000

W: www.knox.vic.gov.au/events

F: facebook.com/knoxartsandevents/