Festival & Events Policy

**Short Title:** Festival & Events Policy  
**Division:** Community Services  
**Category:** Community  

**Date adopted by Council:**

1. **BACKGROUND**

There is an increasing demand from the community and external event organisers to stage events in the Willoughby area. With the completion of the Chatswood Mall upgrade and the opening of The Concourse in 2011 this demand is set to rise and a framework to manage this is required.

Council is committed to limiting our ecological footprint through the efficient use of resources, protecting the natural environment and encouraging biodiversity so that Willoughby City is improved for current and future generations. Various documents including The Sustainability Charter details Council's response to climate change and other environmental issues and outline the steps that will be taken to achieve a reduction in emissions, resource use and environmental impact. Council has achieved its 50% reduction target and is moving to assist the community to reach a 15% reduction in energy use.

Council incorporates a number of sustainable event management practices into the staging of both its events including using Greenpower and avoiding waste. For example Council requests stall holders at the Spring Festival not to distribute balloons. We also have a sustainable meeting guide.

2. **OBJECTIVE OF POLICY**

The objectives of this policy are to:

- Establish the Council’s position regarding all community, commercial and external events held within the City of Willoughby.
- Specify the sustainable event management practices that should be incorporated into the staging of events.
- Establish key protocols for event delivery that are in line with Council’s Communication, Sponsorship Policies and the Endorsement of Community Events by Council guidelines.

3. **KEY PRINCIPALS**

The Council recognises the contribution events make to the diverse character and culture of the City and is committed to sustainable event practices. The Willoughby City Strategy 2010-2025 and the Delivery Program and Operational Plan 2010-2014 identify the following strategic goals that are of particular relevance to the foundations of this policy:

3.1 **Community and Cultural**

- Facilitate and support cultural, sporting and social activities and events.
- Develop business partnerships and sponsorships of community programs and events.
- Promote Willoughby City Council’s involvement in local community and cultural events.
- Promote and assist community and charitable organisations.
- Acknowledge, respect and protect Aboriginal heritage.
- Implement cross-cultural activities, arts and events that offer opportunities to share cultural experiences and develop mutual respect.
- To be a healthy, educated, safe and interactive community, with schools, open space, recreation facilities, and programs which promote healthy lifestyles and learning and contribute to the social, spiritual, emotional and physical wellbeing of the community.
- Position The Concourse and Chatswood CBD as the cultural heart of the City.
- Continue to build skills, relationships and partnerships with local performing groups to develop cultural identity and resources.

3.2 Sustainable Practices
- Undertake a range of sustainability education programs for the whole community
- Developing sustainable purchasing guidelines for Council to reduce our overall ecological footprint.
- Adopt and promote strategies for waste management including avoidance, reuse and recycling.
- Reduce waste to landfill.

4. POLICY

4.1. Events in Willoughby City should:

4.1.1. Be inclusive of the broad community and contribute to the cultural vibrancy and diversity of the Willoughby community.

4.1.2. Provide an opportunity for community, charity and not for profit organisations to participate.

4.1.3. Respect and publicly acknowledge the local indigenous heritage and traditions.

4.1.4. Be sensitive to the interest of local residents.

4.1.5. Encourage the engagement of local artists and local employment generally and the use of local resources.

4.2. All events should be conducted to ensure that minimal environmental harm is caused during the course of setting up, holding and cleaning up after an event.

4.2.1. A waste management plan should be developed for all events.

4.2.2. Sustainable purchasing guidelines should be followed where possible when acquiring goods and services for events.

4.2.3. Publicity material used to promote Council events is to be printed on recycled paper using waterless ink. Electronic forms of marketing materials such as e-invites should be used whenever possible.

4.2.4. Utilise sustainable sources of energy and energy efficient products to power events.
4.2.5 No balloons are permitted at events conducted in the Willoughby Local Government area.

4.3. Council is to develop Event Guidelines that provide comprehensive assistance and guidance to event organisers. This will include advice on sustainable event management practices dealing with issues such as: energy, water, waste, transport, sustainable purchasing and ecological footprinting. The guidelines will be produced by January 2012.

5. SCOPE OF THE POLICY

This policy applies to all events, whether public or private, held within the Willoughby City Local Government area that:
- require Council approval.
- are produced by Council.
- are produced, presented or promoted in partnership with Council; or attract Council funding and/or sponsorship.

This policy covers all events held by Willoughby City Council including: arts, cultural, sporting, environmental and educational events, meetings and conferences, openings of buildings, facilities, sculptures, public art programs and plaques and can be broadly categorised by the following:

Council events
Community events are projects that create and foster a positive community spirit through involvement, participation, relationship building and cooperation.

External events
External events are those coordinated by external organisations or associations to the City of Willoughby that are held within the Council boundaries.

Commercial events
Commercial events are small to large-scale events that directly benefit the local economy by attracting substantial visitor numbers to the area and providing the area with local, national or international recognition.

6. PROCEDURES FOR POLICY IMPLEMENTATION

Responsibility for approval of events lies with Councils Events Unit in consultation with other areas of Council including Marketing and Communications, Traffic Management, Planning under delegation of the General Manager.

The Festival and Events Unit develops an annual calendar of Council events in consultation with the Cultural Events Advisory Committee and other areas of Council. Festival and Events that are significant in scale are tabled at the Committee meetings for feedback. The Festival and Events Calendar is then approved by Council and implemented in conjunction with other areas of Council including the Media and Marketing Group.

7. EVENT PROTOCOL

As Council deals with many stakeholders within Council and the Community the importance of correct protocol is acknowledged. The following procedures are mandatory for Council run Events.

7.1 Council has an official Acknowledgement of Country that is as follows:

On behalf of Willoughby City Council, I wish to acknowledge the traditional inhabitants of the land on which we stand, the Guringai nation, their spirits and ancestors.
7.2 When conducting official events and programs where there are presentations that are public or of an official nature the Mayor or the General Manager (or his nominated delegate) is the official spokesperson of Council.

7.3 In the event of there being an opening or a commencement of a Program, Conference, Meeting, Exhibition, Performance or Event, the Mayor (or his nominated delegate) will officiate at the event.

7.4 Unless otherwise approved the General Manager (or his nominated delegate) will act as the Master of Ceremonies and conduct the ceremonial proceedings of the Event.

7.5. All speeches, running orders and requests for other speakers to present at Council functions need to be approved by the relevant managers of the Festival and Events Unit and the Marketing and Communications Group.

For further information please contact the Festivals and Events Manager.

8. OTHER RELEVANT COUNCIL POLICIES
   • Management Plan
   • Delivery Program
   • Cultural Policy
   • Code of Conduct for Staff
   • Code of Conduct for Volunteers
   • Sponsorship Policy
   • Communications Policy
   • Community Facility Concessional Hire Policy
   • Community Grants Scheme
   • Display of Publicity Banners - DCP 20
   • Endorsement of Community Projects and Events – Guidelines
   • Sustainable Purchasing Policy
   • Draft Sustainable Food Policy

9. OTHER RELEVANT DOCUMENTS

   International Standard (ISO 20121) “Sustainability in Event Management” currently under development with Australian Standards and ACEM, MIA, ISIS and other industry leaders.