



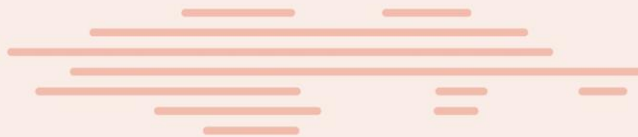
**Brighton
Council**

Event Management Kit



Brighton
going places

8 JULY 2025



We acknowledge the traditional owners who once walked this country: the Mumirimina people.

The Mumirimina belonged to the Oyster Bay tribe. This was the largest tribe in Tasmania and covered 8000 square kilometres. kotalayna levee in Brighton was a significant meeting place where hundreds of generations of Aboriginal families hunted, gathered, corroboreed, camped and traded.

In the course of colonisation, dispossession of the Mumirimina was early, rapid and extensive.

We acknowledge the Tasmanian Aboriginal Community today as the continuing custodians of this land, and pay our respects to Elders past and present.

Through our words and actions we strive to build a community that reflects and respects the history and hopes for all the people of Brighton.



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Introduction

This Event Management Guide has been designed to provide an overview to assist community organisations and individuals in the running of public events within the Brighton Municipality by highlighting a number of key items to consider when organising an event.

This guide will assist to maximise the probability of a successful event & minimise the risk of negative outcomes such as injury to people, damage to property and reputational risk.

It is a valuable guide for running a major event as well as being useful for medium and/or small events on or in Council owned property.

An event is a gathering of people brought together for a common purpose by some pre-arrangement. Public events come in many sizes, types, and levels of complexity. They can be hosted in permanent, purpose-built venues or adapted to temporary environments; they can provide a not-for-profit experience for the local community.

Often, they are referred to as small, medium, or major events, and each event is unique and poses its own specific safety risks.



Small events (less than 100 people) are typically things like School fetes, small farmers market, Family reunion, Birthday party, Religious celebration, Corporate Training, Fundraisers and Street events. These require a hire agreement form to be completed within 10 days of the event/hire date.

Medium events (100-300 people) are typically regional shows, music festivals, charity, regional feast, and similar events. These events require an Event Form to be completed and lodged to Council Six (6) weeks prior to the event.

Large events (>300 people) are typically regional shows, music festivals, charity, regional feast, and similar events. Like Medium events these require an Event Form to be completed and lodged to Council Six (6) weeks prior to the event.

Major or Specific Events (1000 or more people onsite for a period of two hours or longer) such events require licensing under the *Public Health Act 1997*. If you are planning to operate such an event, please complete the **Place of Assembly Specific Event** application form and the **Event Management Plan Checklist & Guide**. These forms must be fully completed and submitted to Council for assessment a minimum of Six (6) weeks prior to the event

Each event is unique and pose its own specific safety risks. **Large and Major events** however have one thing in common -they attract large crowds and involve other factors such as:

- The need for additional complex planning
- A high profile generally due to additional media advertising
- A number of specific planning, construction and operational phases before, during and after the event is held
- A time critical factor
- A broader economic impact
- The requirement for careful consideration and management of safety risks

Event organisers have a duty of care to provide a safe operational environment under the Occupational Health and Safety Act.

Whether you have had previous experience in planning events or are a first timer, this guide highlights a number of key issues to consider when organising an event, **however it is a guide only and doesn't cover every single thing that the Event Managers might encounter.**

It is the Event Managers responsibility to seek additional information where required and to ensure that all approvals and permission have been obtained.

Summary of event size:

Small event	-	Approximately 30-100 people (Contact Council 10 days prior)
Medium	-	Approximately 100-300 people (Contact Council 6 weeks prior)
Large	-	Approximately 300+ people (Contact Council 6 weeks prior)
Major or Specific		1000+ (all application forms a minimum of 6 weeks prior)

Event nomination form

<https://www.brighton.tas.gov.au/community/parks-facilities/>



**Brighton
Council**

Event Notification & Facilities Hire Application

Date of Application		
Organisation /Club		
Event Contact Name		
Address		
Event Organisation Contact	Name:	Phone:
		Email:
Site Contact for Event	Name:	Phone:
		Email:
Event Name		
Location of Event		

Safeguarding Children and Young People

In this service of our community, we are proud to be a child safe organisation and are committed to the safety and wellbeing of children and youth while enabling their participation as valued members of our community.

We have zero tolerance to child or youth abuse and harm, and we prioritise the safety of the children and youth that we interact with in the performance of our role and report conduct of concern.

For more information, please refer to council website:

<https://www.brighton.tas.gov.au/community/safeguarding-children-young-people/>

PLANNING YOUR EVENT

The Sub Committee

Forming a Sub Committee and Gathering Support. The success of any event hinges on a strong group of people who are dedicated to making the event as memorable as possible – the Sub Committee.

Some tips for forming a subcommittee and gathering support.

- Think about what type of skills and talents you will require from the group and surround yourself with these people. Ideally a combination of the following skills would be useful:
 - Leadership/ Management
 - Administration
 - Attention to detail – small picture thinker
 - Vision and Ideas – big picture thinker
 - Networker
 - People who are happy to follow direction
- Cast your net wide, don't only speak to your group, talk to others who you think may be interested in assisting your or they may know somebody else who would be interested, don't forget the Brighton Alive Network.
- Be enthusiastic, if you're not enthusiastic how can you expect others to be.
- Think about any untapped resources in the community – is there any event management students – check with employment services providers to find people who are willing to work on the event as part of a work placement, an assignment or to volunteer.
- Remember to include the Brighton Council's Council Services Officer who may be able to help with a number of important issues, including distribution of information, Council forms etc.
- Talk to your networks. Start thinking about other organisations in your area who have a reputation for holding great events. Connect with them, ask them if they would like to be part of a subcommittee, if they don't have time to assist with the event they may agree to act as a sounding board or have some valuable tips for you.
- Apply to Volunteering Tasmania. There may be a volunteer who has skills in event management or who could provide administrative support for the event.
- Contact local service organisations such as Lions or Rotary to see if they would join the subcommittee.

Sub Committee Guidelines

It is important that the Sub Committee have some clear guidelines. Some suggested inclusions are:

- Who the Lead person of the Sub Committee is.
- Reporting mechanisms – who the Sub Committee reports to, how they report, how often they report.
- Minutes – the group must keep accurate minutes of each meeting, action minutes are suggested.
- Budget – how much is allocated to spend on the event.



Goals and Objectives

Once you've formed your subcommittee, you will need to start thinking about the goals and objectives of the event. To determine the goals, you need to do some 'big picture' thinking. Some useful questions, which will bring clarity to this process, are:

- **The Purpose** – why are you holding the event? What do you hope to achieve? How does this link into your program funding?
- **Target Group** – who are you trying to reach and why? Double check that this links with the purpose above.

You may come up with more than one goal, however it is not wise to have too many goals; two to three would be adequate.

Objectives will automatically flow from the goal; you may have several objectives from each goal. Some useful questions to clarify what your objectives should be are:

- **How are you going to achieve the goal?**
- **What's your strategy?**

Brainstorm your objectives; make them specific, measurable, relevant and achievable in your timeframe.

EXAMPLE

Goal

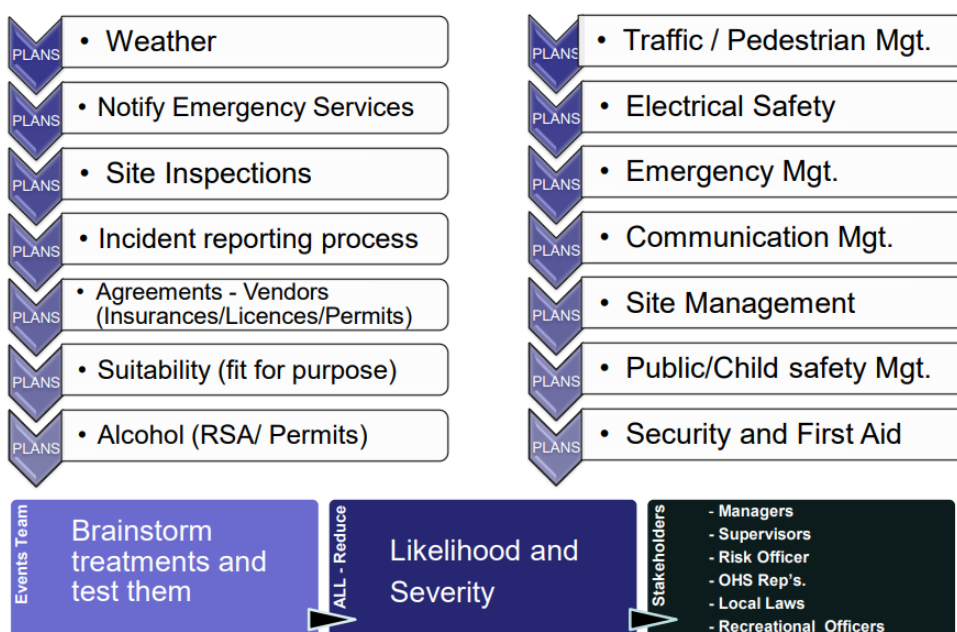
1. To raise awareness of Mental Health Services in the Brighton Area.

Objective

1. To have 100 people attend the event.
2. To develop an information card about Mental Health Services in the area.
3. To get people thinking and talking about their own mental health.

Once you have developed your goals and objectives these will form the basis of your Sub Committee Guidelines.

Risk Planning -Be Proactive



Human Resources

Without the contribution of many people, your event would not be successful or even possible in some cases. When recruiting people with the desired skills and personal qualities, it is important to clearly define roles and responsibilities so that potential workers can be matched with appropriate duties. It is also worthwhile thinking ahead and matching an experienced person with someone 'who can learn the ropes', as a way of expanding the knowledge base and helping with succession planning for future events.

Likely roles required at events include:

- Publicity and promotions
- Catering co-ordinator
- Performers and staging
- Safety and emergency services
- Admission and ticketing
- Information services
- Car parking
- Administration
- Crowd control/ monitoring
- Volunteers

Timing

The timing of your event can be crucial to its success. It is important to find out when other events are being held in the Brighton area so that your event does not suffer from poor attendance. Check with Brighton Council facilities officer for help with this before setting a date.

Consideration also needs to be given to the time of day your event will be run. This must fit with your target audience. For example, you wouldn't start a family event at 9pm. Also, be mindful of the length of the event as this can impact significantly on costs and participation of stakeholders as well as attendees.





Budget

Formulate your budget early, make sure to include every conceivable item. It is very important to be as accurate as possible when developing your budget and essential that you are 'in the black' at the completion of the event, unless otherwise agreed upon.

Some of the line items you may need to include are:

Expenses	Estimated	Working	Actual
Venue Hire	\$ 500		\$ 500
Equipment Hire	\$ 200	\$ 100	\$ 300
Traffic Managemnet	\$ 500		\$ 500
First Aid	\$ 300		\$ 300
Toilets	\$ 500	\$ 100	\$ 500
Power	\$ -		
Security	\$ 1,000		\$ 1,000
Waste Management	\$ 200		\$ 200
Entertainment	\$ 500		\$ 500
Travel & Accomodation	\$ -		
Food for staff/volunteers	\$ 200		\$ 200
Food for performers	\$ 100		\$ 150
Marketing - Radio	\$ -		
Marketing - TV	\$ -		
Flyers	\$ 200		\$ 300
Signage	\$ 300		\$ 500
Postage/distribution	\$ -		
Photography	\$ 500		\$ 500
Media Launch	\$ -		
Permit fees	\$ 200		\$ 200
Salaries and fees	\$ -		
Stationery	\$ 50		\$ 100
Decorations	\$ -		
Prizes	\$ 100		\$ 100
Insurance	\$ 1,000		\$ 1,000
Contingency	\$ 50		
Total Expense	\$ 6,400	\$ 200	\$ 6,850
Income			
Grants	\$ 3,000		\$ 5,000
Donations	\$ 2,500	\$ 800	\$ 1,500
Raffle	\$ 500		\$ 350
Total Income	\$ 6,000	\$ 800	\$ 6,850

Funding Opportunities

Brighton Council have a funding round to help with events in the area, funding applications close in March each year with successful applicants notified in July/August.

<https://www.brighton.tas.gov.au/community/community-grants-program/>

Mental Health Events can usually attract some funding for events held during Mental Health Week (Oct each year). Contact Mental Health Council for details.

Don't forget to seek help from other organisations working in the same sector as you, some may have some funding that can be used towards events.

Also consider contacting Events Tasmania, Tasmanian Community Fund and Tourism Tasmania,



Sponsorship/Partnership

Sponsorship can contribute to the success of your event. Seeking sponsorship from businesses and organisations can be time consuming and frustrating if you are not strategic in your approach. It pays to short list potential sponsors, and then researching their priorities and guidelines for sponsorship in advance this way you can align your approach and submission. Remember for a relationship to flourish it needs to be a two-way exchange.

You need to ensure that you convey an image of a well-managed, well-structured community organisation that operates in a professional way, therefore you need to consider:

- Delegating someone from the Sub-committee who can represent and discuss the sponsorship opportunity in a concise and informative manner.
- The tone of the initial correspondence.
- The tone of the follow up call – this should be one week after initial contact.

The initial contact with a company is exceptionally important and it is important to have the right person for the job.

Things you might offer as part of sponsorship

- Logo inserted on all promotional material
- Logo and link on website
- A feature article in your newsletter
- Included in article in Brighton News

It's not just money that is needed.

You may also like to approach companies/ organisations for 'in kind' support. Some examples of 'in kind' support are:

- Printing Companies – to print fliers, raffle tickets
- Venue – waiver of hire fees
- Supermarket – donation of food items
- Equipment Hire – waiver of hire fees
- Other organisations – volunteers, use of equipment such as tables, chairs, BBQ.
- Local politicians should be considered for help with printing needs.

Location Selection

Correct venue selection is a critical success factor for any event and selection needs to consider the target audience. Some things you may need consider when choosing a venue include:

- Indoor / outdoor requirements
- Location and travel to get there (are there buses)
- Car parking
- Sun/ wind/ rain protection
- High visibility to attract passing traffic
- Cost of using the venue
- Services on site- power, water, toilets, lighting, shelter, kitchen
- Access for the disabled
- Vehicle access to site -including public transport
- Site layout
- Wet weather options
- Site capacity
- Water management
- Toilets
- Emergency vehicles access
- Crowd measures
- Suitable entry and exit points

A site map should be drafted for your event identifying the utilities and services in place and the items that you may need to make, borrow, or purchase. Tick all the items below that are required for your event and add to Action List any items that you need to source. Brighton Council will need a copy of your site plan when you lodge your paperwork for event license, so make sure that the location meets their standards for facilities such as number of toilets, emergency coordination centre also needs to be shown on your site plan for Council.

Another consideration when looking at location selection is traffic management (this will also need to be submitted to Brighton Council).

For Council owned venues you can contact Councils Facilities Officer on 62 687050 or email Bookings@brighton.tas.gov.au

Using a State Road

If you want to use a State Road for a public event, you will need approval from the Department of State Growth. Applications must be submitted a minimum of twenty-eight days prior to the event. If the event requires full or partial closure of a road, you will need to apply first to the Tasmania Police. See below.
<https://www.police.tas.gov.au/services-online/permits-for-events/>

Road Closures for event

To arrange a road closure for an event to be held on a state highway, an application to the Commissioner of Police must be made. Written applications must be directed to the Commander of the nearest District police headquarters. There is no specific form to complete for a road closure, there is a cost however, and an application fee of \$44.20 plus necessary associated advertising costs (as at 1 July 2022).
<https://www.police.tas.gov.au/services-online/permits-for-events/road-closures-for-public-events/>

Action Plan

The flow on from the timeline is an Action Plan. Your Action Plan will give you a clear indication of;

- What tasks need to be performed?
- By whom
- By what date they need to be completed?

This plan should be updated as you move closer to the event, ideally at each sub-committee meeting so that everyone is informed of the group's progress and can help each other with outstanding tasks.

It may seem like a lot of time is devoted to developing plans and timelines, however it is time well spent. By developing these tools, you will be able to see when you will need more resources and also the type of skills you will need.

Managing an event can be time consuming, it's important to spread the workload within a group of people.

Using a colour code to highlight your tasks can make it easy to focus on what needs to be done NOW and can save time checking the whole document each time – see the attachment for example.

TASK LIST

Colour code: Month before event = yellow

Week before event = Green

Day before event = orange

On event day = pink

After event = blue

VENDOR / PARTICIPANT MANAGEMENT : LEAD (place name here)

Activity	Who	Cost / Time	Status
Get vendors signed up, send sign-up form to secure written confirmation & contact details.		⌚⌚⌚	
Get sponsors signed up.		⌚⌚	
Source music and MC		-	
Provide vendors with event logistics (what need to bring, which stall number, timing)		⌚⌚	
Write MC brief and 'info sheet' of vendors for MC (1-2 line descriptors)		⌚	
Create vendor map of event / run-sheet of activities and print (?) for handing out to visitors, plus A3 poster versions and stick up inside/outside. Create vendor feedback form.		\$⌚	
Greet vendors at set up on the day, take to designated spot, check needs (e.g. water? Power? Soil? Washing stations?)		-	
Visit vendors throughout the event, check needs. Distribute Feedback Forms, collect		-	

Site Plan

A site plan is a simple drawing indicating the ground layout of your event including surrounding streets and landmarks. The site plan must be clear and show all important event features.

It is essential for event planning and management. It should be printed or photocopied and circulated to all stakeholders.

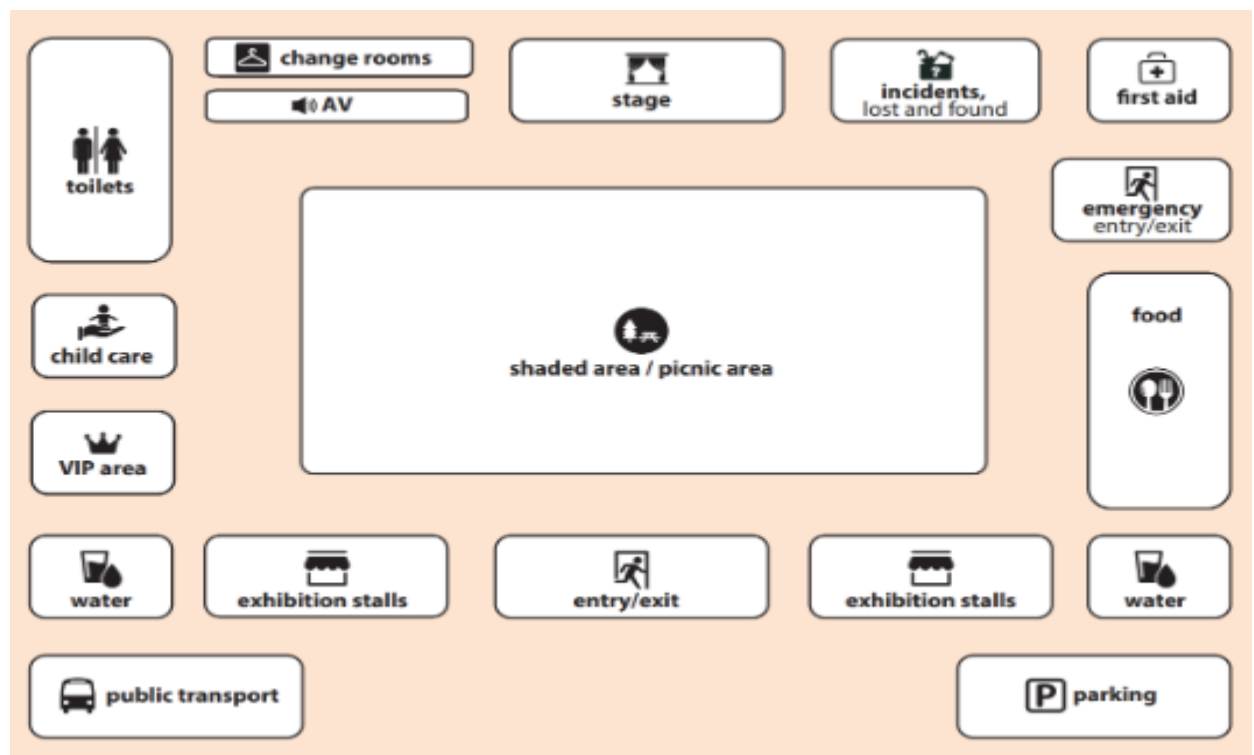
Typically, it will include:

- | | |
|--|--|
| <input type="checkbox"/> All Entrances and Exits | <input type="checkbox"/> Liquor Outlets |
| <input type="checkbox"/> Disability access | <input type="checkbox"/> Dry Areas |
| <input type="checkbox"/> Emergency Access Routes | <input type="checkbox"/> Toilet Facilities |
| <input type="checkbox"/> Parking | <input type="checkbox"/> Communication Centre/Command Post |
| <input type="checkbox"/> Areas for Pedestrians only | <input type="checkbox"/> Fire Extinguishers |
| <input type="checkbox"/> Stage Location | <input type="checkbox"/> Refuse Containers |
| <input type="checkbox"/> Seating Arrangements | <input type="checkbox"/> Public Telephones |
| <input type="checkbox"/> Security and Police locations | <input type="checkbox"/> Media Points |
| <input type="checkbox"/> First Aid Posts | <input type="checkbox"/> Banners and roadside signage |
| <input type="checkbox"/> Food/Vendor Stalls | |
| <input type="checkbox"/> Licensed area | |

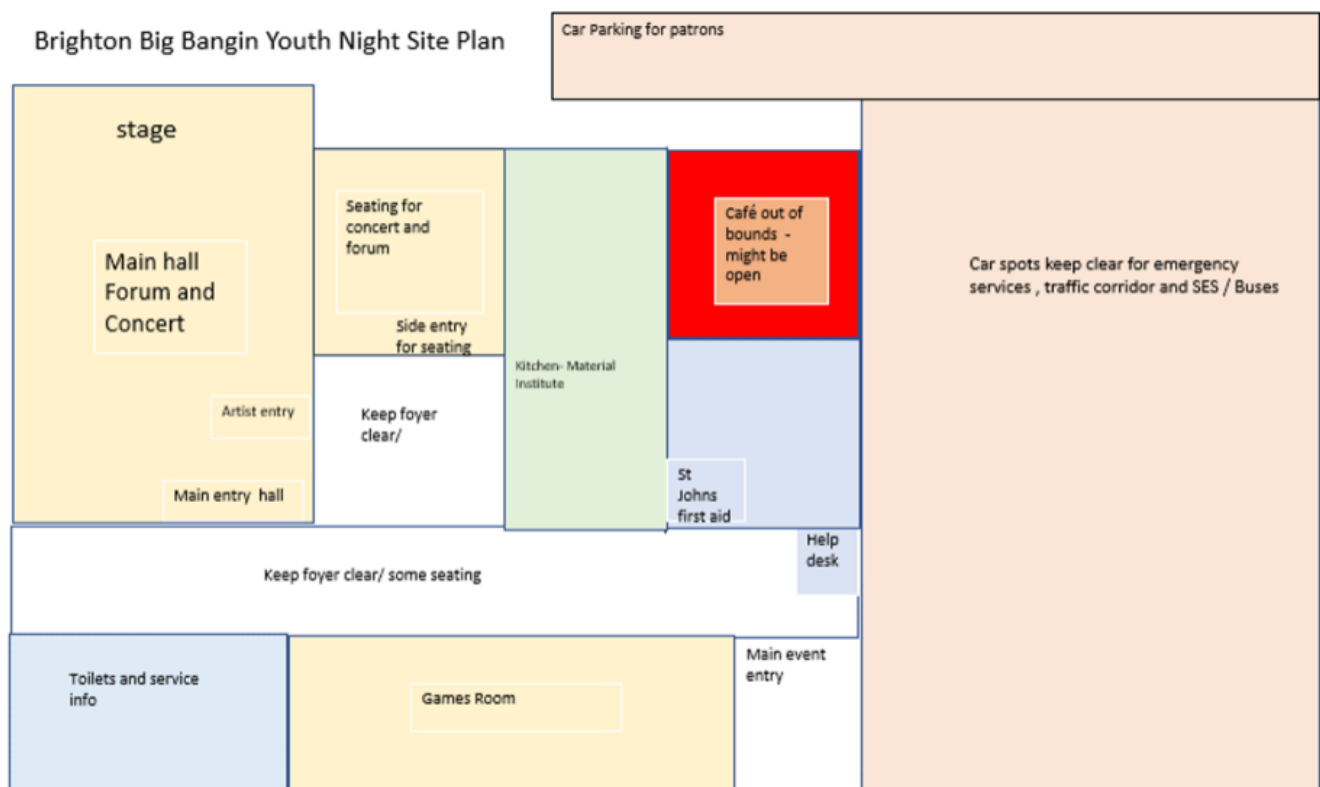
The above is not an exhaustive list, your site plan should reflect your particular event's characteristics.

Example:





Brighton Big Bangin Youth Night Site Plan



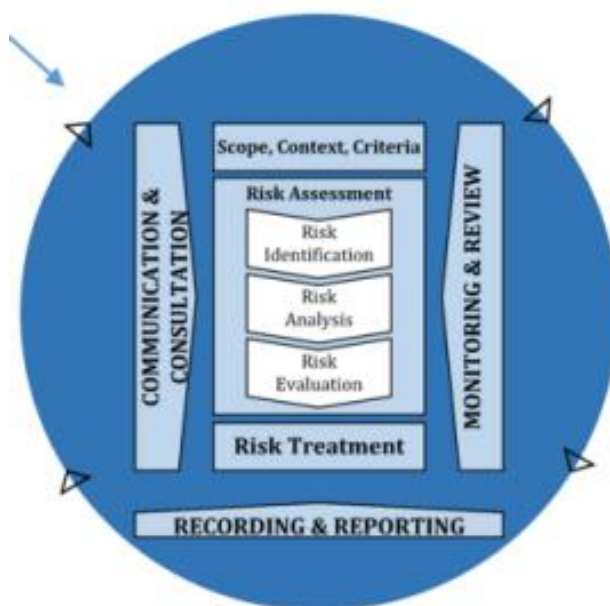
Risk Management

In the interest of all attending your event and also to satisfy insurance cover requirements you will need to conduct a risk assessment.

The Standard 3100 says 'Risk is a possible event or incident that, if it occurs, will have an impact on the Event Managers ability to meet its objectives or to deliver services'. Consider your event fully, what are the potential risks involved. Often insurers will need to know that you have **conducted a risk assessment** before insuring the event. It's not necessary to eliminate every risk; this is simply not possible however it's important to identify and evaluate the risks before you proceed with your event.

Identify the risk and think about how you can reduce it. For example, do you have signs on-site indicating where to find toilets, water, first-aid posts, parking, security etc – the plan may be to audit existing signs and source any needed signs. It's all about thinking your plan through and developing strategies that will eliminate risk.

Risk Management Process -



Risk assessment items to be considered:

- Structures (Temp)
- Vechles access
- Pedestrian areas
- Electrical
- Trip hazards
- Food poisoning
- Sunburn
- Crown control
- Signage
- Lost Child
- Noise

For further information see Councils document “**Event Risk Assessment Guidelines’**”

OH&S legislation requires that all foreseeable hazards are identified and the risks arising from these hazards are eliminated or controlled.

The safety of patrons and staff is the highest priority when planning an event. This includes how you respond to a medical emergency, site evaluation, extreme weather or other incidents that might happen during the event.

The following list of things should be considered as part of the risk management plan:

- Crowd management
- Security
- First Aid services
- Tasmanian Police
- Weather contingency Planning
- Traffic Management
- Communication Plan
- Budget

Use the following Risk Assessment template to identify and rate any foreseeable risks and then complete the table using the likelihood and consequence ratings to analyse and evaluate the risk.

BRIGHTON COUNCIL -EVENT RISK ASSESSMENT TEMPLATE

ACTIVITY	HAZARD IDENTIFICATION SPOT	LIKELIHOOD ASSESS	CONSQ ASSESS	RISK LEVEL E, H, M, L	ACTION TO CONTROL HAZARD Hierarchy of Control – eliminate, substitute, isolation, engineering, administrative or PPE FIX	Evaluate Risk Level after Control E,H,M,L	CONSEQUENCE
Event	Food/Hygiene Food poisoning to members of public from food vendors	Possible	Major	E	Ensure that the food vendors have the appropriate food/hygiene licences/certificates to trade.	M	1 - Insignificant No Medical treatment, no financial loss, minor effects in all areas.
	Insurance Insufficient insurance held by performers, stall holders, etc.	Possible	Moderate	H	Ensure that all performers, stall holders, etc. have the appropriate insurance coverage.	M	2 – Minor First aid treatment, on –site
	Road Closures Roads inappropriately closed/No permits	Unlikely	Moderate	M	Ensure that all road closures are appropriately authorised and that the necessary permits are granted.	L	3 – Moderate On going medical treatment required, environmental effect, serious breach, media attention, high financial loss.
	Crowd Control Security issues & inappropriate behaviour by festival attendees	Unlikely	Moderate	M	Ensure that adequate security is used at the various sites within the festival.	L	4 – Major Fatality, extensive injuries, long term environmental effects, major financial loss, national media attention
	Alcohol Underage drinking	Likely	Major	E	Ensure that staff are aware of the festival policy on underage drinking and ask for ID when serving potentially underage customers.	M	5 – Catastrophic Multiple fatalities, extreme financial loss and business closure, public outcry with international media attention, prosecution with class actions.
	Fireworks Insufficient permit held by event organisers				Ensure that the festival/event organisers have the appropriate permit and fireworks specialist to carry out the fireworks show.		LIKELIHOOD A – Almost Certain Is expected to occur in most circumstances.
	Electrical Safety Faulty electrics/Fire				Ensure that electrics are checked and set up properly to ensure that members of the public and event staff members are safe.		B – Likely Will probably occur in most circumstances.
	Volunteers Insufficient checks (police, reference)				Ensure that the necessary police and reference checks have been carried out on the volunteers at the festival.		C – Possible Might occur at some time.
							D – Unlikely Could occur at some time.
							E – Rare

Name:.....	CONSEQUENCE					LEGEND
Signature:.....	LIKELIHOOD	Insignificant	Minor	Moderate	Major	
Date of Assessment:.....		1	2	3	4	
	A (Almost Certain)	H	H	E	E	
	B (Likely)	M	M	H	E	
	C (Possible)	L	M	H	E	
	D (Unlikely)	L	L	M	H	
	E (Rare)	L	L	M	H	

Music

Music is protected under copyright law, just like books, movies, articles and photos. Approval must be sought to play any music to third parties via a CD or video. Copyrighted music cannot be played without the permission from the copyright owner.

Movies

Movies are also protected under copyright law and approval must be sought to show to third parties.

Alcohol

If you intend selling or supplying alcohol at the event a liquor licence must be obtained from Liquor Licensing Tasmania, see <https://www.treasury.tas.gov.au/liquor-and-gaming/liquor>

If alcohol is BYO to the event, the consent of Council and Tasmania Police may be required. Details of any Liquor Licence must be provided to Brighton Council and a 'wet area' defined on the site plan. Extra toilets, first aid and security may also be required. Compliance with the principals of responsible service of alcohol also apply.

More information on liquor licensing is available from

Liquor Licensing
03 6166 4040
licensing@treasury.tas.gov.au

Smoking and Vaping

Most Major or Specific outdoor public events are now smoke free including the V8 Supercars, Hobart Show and Football, in the Brighton Municipality the annual Brighton Show and Carols By Candlelight are the only events designated as Smoke Free.

SMOKING and E-cigarettes **are NOT Permitted** in Council owned buildings/facilities. Smoking is not permitted within 20 meters of Brighton sporting grounds. It is the responsibility of the Event Organiser to advise all relevant parties and patrons of the event. (For more information, please see Councils Smoking and Vaping Policy).

Generally, only Major outdoor public events are smoke free, however if you wish for your local event to be 'Smoke Free' you will need to complete a Smoke Free Management Plan. Please see the Department of Health and Human Services guide for further information

https://www.health.tas.gov.au/sites/default/files/2021-11/Smoke_Free_Public_Events_Guide_for_Event_Organisers_DoHTasmania2018.pdf

If you are holding a smoke free event, the designated smoking area should be clearly identified with the appropriate signage.



Food sales

The *Food Act 2003* ("Act") requires that all persons selling food have approval under the Act, this includes 'Notification' or 'Registration'. Please note 'selling' also includes 'gold coin' donation and food or food hampers given away as prizes for raffles.

Notification or Registration may be issued by the Council where the food vendor is based and can include a statewide approval. If food is going to be available for sale at your event, copies of the food vendors approval should be included with your event application. If you do not have approval to sell food, please contact Councils Environmental Health Office on 62687029 to arrange a license for you.



Gas cylinder safety

Portable pressurised gas cylinders must comply with section 2 AS/NZS1596 standards. They should be checked and approved prior to use. Whether being used for cooking or to inflate balloons all cylinders need to be secured. You should consult WorkSafe Tasmania. <https://worksafe.tas.gov.au/topics/Health-and-Safety/hazards-and-solutions-a-z/hazards-and-solutions-a-z-pages/l/lp-gas-cylinders>

Temporary Structures

These can range from 3m x 3m marquee tents to large structures that require assembly for larger undercover events. There are also legal requirements that may need a Building Surveyor to certify the structure. For this reason, ALL temporary structures must be listed on the application form submitted to Council for these to be appropriately assessed with your application. In the case where further information is required you will be advised accordingly.

Animals

All animals are to be appropriately restrained so as not to present a risk to the health and safety of persons at the event.

If you are having animals at the event, you may be required to obtain permission/approval from Council's Animal Management officer.

Any animal being used at the event must be kept away from any food stalls or where food is offered for sale, with all measures taken to prevent any forms of cross-contamination.

Any sites or attractions where patrons have access to animals such as a petting zoo or nursery must have hand washing facilities provided at the entrance and exit to these animal interaction area/s. These should include a portable hand wash basin(s), sufficiently supplied with liquid soap, paper towel and hand sanitiser and be routinely checked and restocked.

The area should also be clearly signed when entering the petting zoo or nursery area and stipulates:

- No food or beverages are allowed within animal encloses or within 5 meters of animal interactions; and
- Hands should be thoroughly washed with soap and running water after touching animals and before eating.

If the animals are being supplied by a third party of the purpose of rides or entertainment, evidence of appropriate Public Liability Insurance must be provided by the owner and a copy provided with the event management plan.

Signage at the event

Clear appropriate and strategically placed signage is essential to preventing congestion and makes attending the event a better experience for those attending. Suggested signs include:

- Parking
- Entrance/ Exit
- Toilets
- Water
- First Aid
- Information Centre
- Rules relating to alcohol consumption
- Lost and Found
- No Smoking



Raffles

Authorisations to conduct minor gaming activities, including raffles are issued subject to the provisions of the Gaming Control Act 1993 which is issued by the Tasmanian Gaming Commission. A permit is required, where

the retail value of the prizes exceeds \$5,000. You can find the rules for all raffles on the Tasmanian Gaming Commission website <https://www.treasury.tas.gov.au/liquor-and-gaming/gambling>

Also food offered as a prize may require additional approval, please refer to Food Sales.

Insurance

The Event Manager should investigate and arrange the appropriate insurance required for the event. It is recommended that professional advice is sought on the insurance needs for the specific event.

Public liability insurance is essential for **all casual hirers of council owned buildings/halls** for events, with a minimum of \$20 million cover required by Council. A copy of the current Insurance **certificate of currency** must be given to Council. A community insurance for public liability is available under councils' insurance for the use of Council owned property at the cost of a small fee to the organiser of the event.

You may also need to ensure that there is adequate insurance cover for any volunteers.

All contractors, performers, food vendors, security contractors and other suppliers at your event must supply you with a **current certificate of currency** prior to their participation at the event.

If you were to use a Council reserve or park to hold a family or community event it is strongly recommended that you make enquiries regarding Public Liability insurance as the event manager or organiser.

Emergency Management Plan

An Emergency Plan aims to minimise the threat to life, damage to property and the environment.

In addition, emergencies can also threaten the reputation of the event, reduce attendance, affect the safety of attendees or the community, or decrease the revenue from the event.

The plan will outline your response in the event of an emergency. It should consider:

- Possible emergency interruptions
- Evacuation procedures
- Personnel responsible in emergencies and evacuations
- Emergency services meeting points
- Lines of communication in order of authority

It is important to identify and record details of local emergency services even if they are not necessarily attending the event. The Police, Ambulance and Fire services should be informed about the event either by email, letter, or phone.

EXAMPLES OF AN EMERGENCY SITUATION	
1. Crowd crush.	7. Loss of key supplier or customer.
2. Fire.	8. Explosion.
3. Flood or flash flood.	9. Biological agent release (bioterrorism).
4. Severe weather.	10. Communications failure.
5. Earthquake.	11. Escalated fire danger ratings
6. Civil disturbance.	12. Mass overdose

<https://www.ses.tas.gov.au/emergency-management-2/>

Emergency management plan

This plan should consider:

- Possible emergency interruptions
- Evacuation procedures (including evacuation points)
- Personnel responsible in emergencies and evacuations
- Emergency services meeting points
- Ambulance and emergency vehicle loading areas
- An incident control centre
- Arrangements for additional emergency services personnel
- Lines of communication in order of authority
- Risk management strategy

All people involved in the staging of the event must be familiar with the contents of the emergency management plan.

Local organisation	Contact name	Phone numbers	Informed/ booked	Required to attend event?
Ambulance			<input type="checkbox"/> YES <input type="checkbox"/> NO	<input type="checkbox"/> YES <input type="checkbox"/> NO
Police			<input type="checkbox"/> YES <input type="checkbox"/> NO	<input type="checkbox"/> YES <input type="checkbox"/> NO
Fire			<input type="checkbox"/> YES <input type="checkbox"/> NO	<input type="checkbox"/> YES <input type="checkbox"/> NO
SES			<input type="checkbox"/> YES <input type="checkbox"/> NO	<input type="checkbox"/> YES <input type="checkbox"/> NO
St. John Ambulance			<input type="checkbox"/> YES <input type="checkbox"/> NO	<input type="checkbox"/> YES <input type="checkbox"/> NO
Local medical			<input type="checkbox"/> YES <input type="checkbox"/> NO	<input type="checkbox"/> YES <input type="checkbox"/> NO
Vet			<input type="checkbox"/> YES <input type="checkbox"/> NO	<input type="checkbox"/> YES <input type="checkbox"/> NO

Traffic and Pedestrian Management

If your event impacts on any road, public transport, the flow of local traffic and pedestrian management, you will need to complete a **traffic management plan** and submit this to Council. Council can be contacted for guidance with the development of this plan. Some of the things you will need to consider are:

- Emergency vehicles
- Disabled persons
- General parking
- Overspill
- Buses
- Taxis
- Road closures
- Pedestrian movement
- Signage

It is the event manager's responsibility to liaise with local government to ensure that adequate parking and traffic controls measures are in place for all phases of the event. Event organisers must ensure, so far as is reasonably practical, the safety of workers and others at the event.

Managing traffic at events is an important part of ensuring the event site is without risks to health and safety. Vehicles and powered mobile plant moving in and around, reversing, loading and unloading at an event site create a serious risk of death and injury to workers, volunteers and other people, including visitors, participants, and patrons.

Events may include recreational, social, sporting, fundraising, artistic events, general public gatherings or other occasions. Event traffic can include:

- vehicles such as buses, cars, motor bikes and trucks,
- powered mobile plant such as forklifts, cranes and tractors,
- electrically powered carts, bicycles and pedestrians, and
- cattle, horses and other animals.

Event sites are considered a workplace, therefore work health and safety duties apply.



For further information on traffic management plans see:

<https://www.safeworkaustralia.gov.au/sites/default/files/2021-04/Traffic%20management%20guide%20for%20events.PDF>

First Aid

Access to first aid is an important consideration at every event. The number and type of first aid facilities required depends on the size and nature of the event. It is suggested that you contact St John Ambulance Service to discuss the options, you will find an Event Health Services Application Form on their website, note this is NOT confirmation that they will attend your event.

<https://www.stjohn.tas.org.au/event-bookings/>

Ensure your first aid officers have a mobile phone to enable consultation with ambulance services, event organisers, security or police if needed. You will also need to provide a list of phone numbers for the above.

The first aid post should be clearly shown on the site plan and all handout material.

Brighton Council have a guide to how many first aiders, first aid posts and first aid rooms that may be needed, this can be found in their Event Management Plan Checklist and Guide attached.



Incident Report

An Incident Report should be completed to document the details of any incident that occurs during or in conjunction with the event. The report should be kept as an official record, Council may request a copy of this document.

Volunteers

Volunteering is time willingly given for the common good and without financial gain. Volunteers are an important part of any community.

Please see the Volunteer Strategy on the Council's website

<https://www.brighton.tas.gov.au/community/brighton-council-community-volunteer-awards/>

<https://www.volunteeringaustralia.org/about/#/>

Rides

While rides can be a major attraction and sometimes provide additional revenue for organisers, they also require careful monitoring and organisation. Check with all ride operators that they carry their **own insurance for the ride** and that they will set it up and monitor ride goers.

Minor rides are often offered to the public for free at the event organiser's expense. In this case, a flat fee is paid to the operator by the organiser at no cost to the public. Major rides can be subsidised by the organiser and offered to the public at a discounted price, or the ride operator can operate the ride at full cost and return a percentage or flat fee payment to the organiser for this opportunity. Operators must take full responsibility for their rides. You should collect from them **current copies of any necessary permits and insurance** cover prior to confirming their booking.

Council currently has a ban on all airborne devices on any Council property, pending the recommendations of the Hilcrest Primary School jumping castle disaster in 2021.

For further information regarding amusements please see:

<https://www.safeworkaustralia.gov.au/doc/guide-amusement-devices>

<https://worksafe.tas.gov.au/topics/Health-and-Safety/hazards-and-solutions-a-z/hazards-and-solutions-a-z-pages/a/amusement-devices>

Sun Smart

As the event organiser, you must protect the health of your event staff and patrons. To minimise exposure to UV rays, you might consider:

- Taking advantage of existing natural shade provided by buildings, tress and other structures and knowing where the shade will full during the time of the event.
- Using portable shade structures where there is no shade.
- Locating some activities such as eating in areas that have shaded spots.
- Encouraging staff and patrons to wear sun protective clothing including sunglasses and hats
- Providing access to SPF 30 plus broad spectrum sunscreen for use at the event.

Fireworks/Pyrotechnics

Fireworks are only to be carried out by licenced pyrotechnician. Workplace Standards Tasmania assesses pyrotechnic experiences and qualification with a \$20 million Public Liability Insurance to operate and conduct fireworks.

Observation of fire bans need to be adhered to.

Noise

For acceptable noise levels please refer to the legal stands that would be applicable statewide on the EPA website <https://epa.tas.gov.au/environment/noise/noise-management>.

Water

If holding an event in the warmer months you should consider providing ready access to free drinking water. Clear directional signage must indicate where to locate water stations. Under the Building Code of Australia, event organisers must:

- Provide one drinking fountain or drinking tap for every 200 patrons or part thereof;
- Provide drinkable water that is freely available
- Provide signage to the water; and
- Place drinking taps in areas that do not form a bottleneck of patrons.

TasWater has available a Drinking Water Trailer that can be used at community events in southern Tasmania only. The Drinking Water Trailer is a mobile source of drinking water. It has a 300-litre tank that is filled with water from TasWater and is fitted with three taps and bubblers that event patrons can fill cups or bottles from.

The **Drinking Water Trailer is free to book for community events** which align with TasWater community and sponsorship guidelines. Applications which meet these guidelines will be reviewed on a first come, first served basis. The water trailer is very popular at events, especially during the summer months.

Please **book at least four weeks in advance** of your event, longer, if possible, to avoid disappointment.

Please note, availability of the water trailer is subject to the operational needs of TasWater and that bookings may be cancelled at short notice. Go to the TasWater website to book online.



Waste Management

A solid waste management plan not only helps keep your event clean—it can reduce clean-up time and costs, impress your attendees, and even help secure sponsorships or grants. Here's how to get started:

Know your waste streams

Most events produce three main types of waste:

- Recyclables such as cans and bottles
- Organics like food scraps and compostable serve ware or cutlery
- General waste, anything that can't go in the other two bins

It is highly recommended that you have a separate bin for each waste stream.

Organise bins and waste disposal

First, you will need to work out the number of bins required for your event. You may know from experience, but if you aren't sure, you can ask Council. Next, you will need to arrange to the bins for your event.

For small and medium events, you can either bring your own containers for each waste stream and dispose of the waste appropriately afterwards. Alternatively, Brighton Council may be able to provide additional wheelie bins and collect them after your event. Get in touch with Council when you are planning your event to see if it's possible!

For large or major events, you'll need a professional waste service like Veolia. The cost is generally \$25 per bin for drop off, pick up, and waste disposal. Council can provide contact details for Veolia on request.

Bin placement and signage

Think about how people will move through your event.

- Place bins in convenient, visible, and safe spots.
- Always group waste, recycling, and organics bins together.
- Use clear, easy-to-read signs to show what can go in each bin (see examples below).



Share your plan

Make sure your stallholders and vendors know your waste management plan:

- Share your plan before the event and consider using a Stallholder Participation Agreement that outlines their requirements for waste management.
- Encourage or require certain products and materials, such as certified compostable serve ware and cutlery.

For more information and to create your own Waste Management Plan, view this [guide](#).

Making your Event Memorable

One of the key things to think about is establishing an identity. Think about a popular event and think about what their identity is – think Breast Cancer Awareness Week and the colour pink comes to mind, all their events are themed around pink and that follows through to their promotional material.

No matter what your identity/ theme is, it is important to keep it consistent that includes fliers, banners, signs, letterhead and thank you cards to your volunteers.

Think about the future, if your event is a success you may want to make it an annual event, by creating a theme now you will make it easily recognisable to your guests in the future.

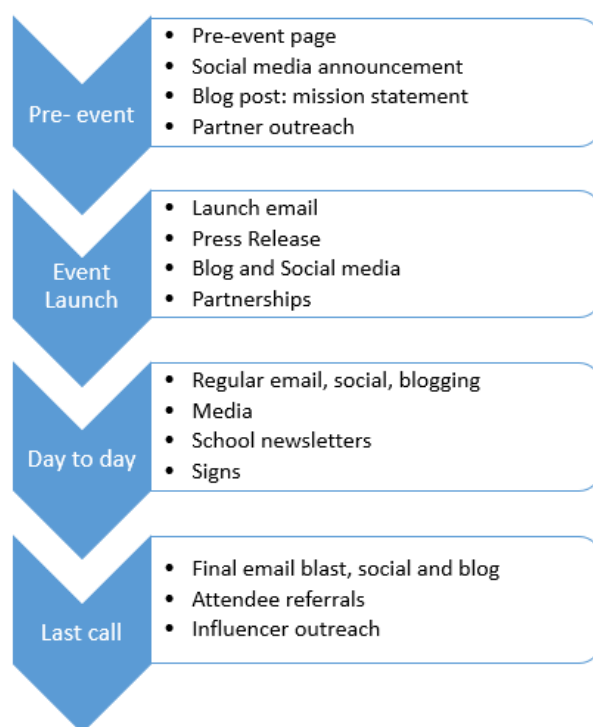
Start to take notice of local events. What themes are they using can you adapt something that has been successful in the past or maybe get a group of creative people together for a brainstorming session to come up with some ideas.

Event Marketing Plan

It pays to plan and after all the work of organising an event you want people to come along so really an event marketing plan is a must do. The plan will detail how you will promote your event. This is about how the public will hear about your event. It should detail all the promotional opportunities that you will be using and should include who is responsible for each promotional activity or item and the proposed date for completion.

If you want to advertise a public event by placing a temporary sign in the State Road Reservation you will require approval from the Department of State Growth. This must be received a minimum of 21 days before you want to display the sign see attached application form.

Feedback from a recent event indicated that 1/3 of attendees found out about the event through School newsletters, 1/3 from word of mouth and close to 1/3 through social media.



It is important to ensure that any commitments made to sponsors regarding advertising and promotion is incorporated into your marketing plans.

Program Schedule/ Run Sheet

Another important planning tool is the running sheet that sets out when things take place on the day of the event. This should include items such as set up or equipment, arrival of VIP's, demonstrations, time of lucky door prize etc. the smooth running of an event is dependent upon the people involved knowing what, where and when activities are occurring. Running sheets are critical to ensure that everyone is aware of what is happening and whose responsibility it is to make it happen.

Event Master of Ceremonies

No matter if your event is going to be large or small, it is worth considering an Event Master of Ceremonies. The role of any master of ceremonies is to keep everything on track, from announcing raffle winners to promoting a stall. Some form of speaker will be needed to inform visitors to your event. This role is also important for any emergency situation that may arise, so make sure that the person has a list of phone numbers for any possible emergency and a phone at hand, should it be needed.

Brighton Council Paperwork

The required paperwork for Brighton Council can be found on their website – Event Notification & Facilities Hire Application, Guide and Place of Assemble – Specific Event ([add link](#)). These should be printed off and read prior to your visit to Council to ensure you have all the paperwork required for lodgement. You should also check on the application fee at time of making your appointment.

If the Council is co-hosting or employing someone for a Council run event.

For payment of a Supplier for events held by Council each person/business that needs to be paid is required to complete a **Supplier Form to accounts@brighton.tas.gov.au** and allow **10 business days for payment** after a fully completed form is received by accounts.

Agreements with suppliers or performers need to be confirmed in writing/an email detailing the following:

- the date of the event
- the time they are required
- and the cost quoted.

NOTE

Council is happy to help you go through and help you understand the required paperwork.

Other helpful hints for the day

- ✓ **Be on time.** Get to your event venue early to ensure all aspects of the event are running on-time and according to plan.
- ✓ **Carry your contact list.** Make sure you have your contacts' list of all staff and external authorities handy.
- ✓ **Be well briefed.** Make sure you and your staff are available to answer any queries that may arise before or during the event.
- ✓ **Check logistics.** Ensure you have all your logistical requirements and equipment at the ready or with the people delegated to operate or manage them.

Relax and enjoy the day. This should be fun for you too.

Postponing or Cancelling the Event

The cancellation or postponement of an event may be required due to the severe weather events such as fire, flood, storms or high winds. The decision to cancel an event may be made in the days leading up to the event due to severe weather forecast or during the event.

Event organisers need to have a carefully considered cancellation policy in place to ensure all involved are made aware of the decision to cancel.

In the unfortunate circumstance that your event has to be postponed or cancelled, ensure that you undertake the following:

- Notify the media such as radio and television stations as well as local schools and of course all stall holders.
- Place signage at the event indicating that the event is cancelled/ postponed.
- Ensure you fulfil all agreements such as payment of performer fees as outlined in your contracts.



NOTE: In the event of extreme weather conditions, forecast or other threats to public health, Council has the right and responsibility to withdraw the Place of Assembly Licence or cancel a small to medium event.

Remember that if an electrical storm is forecast or takes place at the time of your outdoor event, it is extremely dangerous for anyone to continue to be outside. Under your duty of care, it is advised that the event be cancelled or postponed.

Evaluation

A thorough assessment to measure whether you have achieved the event's purpose should be undertaken including feedback from all those attending including stallholders. Aspects of the event that are successful need to be documented along with areas that need greater work. The questions asked should determine the success of your event's aims and objectives. These could include:

- Overall satisfaction or enjoyment of the event.
- Any suggestions for improving the event.

Other questions should relate to the actual staging of the event. These could include:

- How did you find out about this event?
- How do you think we could improve promotion/ event?
- Please rate the catering/ food for this event?
- Name your favourite activity at the event?

Feedback methods need to be quick and easy for participants to access and answer. They also need to be measurable and useful for event organisers.

Debriefing

After your event is over, you will need to organise a debriefing to review all aspects of the experience.

Debriefing is a process whereby the event stakeholders have the opportunity to discuss what worked, what didn't, why it didn't work and how it could be improved.

Some points to discuss in event debrief:

- List what you thought was successful or worked well in the area you were responsible for;
- List what you thought was not successful or did not work well in the area you were responsible for;
- List your recommendations for the area you were responsible for;
- List your recommendations for the whole event.

Showing appreciation

It is important to acknowledge the hard work of all those involved in your event. Regardless of the extent of their contribution, it is essential to let staff and volunteers know that their efforts are appreciated. It is a good idea to plan an informal gathering to give people the opportunity to talk about the event in a social setting, and in turn give you the opportunity to facilitate a feedback forum. Don't forget to budget for some catering as you thank you in appreciation of your volunteers.

If you have obtained grants or sponsorship for your event, don't forget to send out a letter or certificate of appreciation with some event photos.

Event Planning Checklist

Name of Event:

Date of Event:

Budget & Funding

- ☐ Prepare an event budget and monitor spending
- ☐ Investigate external funding or grant opportunities
- ☐ Prepare a sponsorship proposal to attract potential sponsors

Participants & Entertainment

- ☐ Book entertainment and performers
- ☐ Confirm participants and stall holders and ascertain their power requirements
- ☐ Book amusements
- ☐ Prepare any speeches, presentations or prizes required

Accessibility

- ☐ Ensure the event layout provides for the best access and circulation
- ☐ Ensure stalls or performance areas do not block kerb ramps
- ☐ Provide disabled parking spaces close to the event site
- ☐ Ensure availability of portable accessible toilet facilities and marquees
- ☐ Ensure thoroughfares are well defined and clearly marked

Permits & Licensing

- ☐ Apply for a Limited Liquor Licence
- ☐ (if applicable) For Major events apply for a Place of Assembly License
- ☐ Apply for any necessary Planning Approvals from Council
- ☐ Discuss any special requests such as fireworks, helicopter landings with Council

Environmental Health

- ☐ (if applicable) Attach copies of food businesses 'Registration' or 'Notification'
- ☐ (if applicable) Contract Council's Environmental Health Department to arrange food licenses for event.
- ☐ Implement measures to ensure noise is kept to an acceptable level

Infrastructure

- ☐ Order marquees, staging, tables, portable toilets, generators, chairs and all necessary equipment (no pegging permitted)

Lighting & Power

- ☐ Engage licenced electrician to install/test/clarify all electrical installations
- ☐ Ensure adequate natural or artificial lighting provided for setting up, conducting and dismantling event
- ☐ All electrical equipment to be tested and tagged
- ☐ Power cords to be in cable trays or raised above the ground
- ☐ All leads, plugs etc are protected from weather and water

Facilities

- ☐ Ensure adequate toilet and hand washing facilities available
- ☐ Ensure drinking water is readily available (ideally free of charge)
- ☐ Ensure there is adequate shelter from the forecast weather conditions
- ☐ Ensure there is adequate seating and rest areas

Traffic Management & Parking

- ☐ Apply for any road closures or changes to speed limit through Council
- ☐ Discuss temporary parking restrictions with Council
- ☐ Distribute temporary parking permits to organisers/participants
- ☐ Ensure that there is controlled traffic flow and adequate directional signage

Waste Management & Cleaning

- ☐ Organise bins e.g. Recycling, General Waste & FOGO
- ☐ Ensure use of compostable products
- ☐ Arrange for cleaners during and post event

Protection of Parks & Open Spaces

- ☐ Limit vehicle access to event site
- ☐ Place staging or boarding down in high traffic areas
- ☐ Set up root protection zones for significant trees

Safety & Risk Management

- ☐ Obtain Public Liability Insurance (min \$20 million) and provide a copy of the Certificate of Currency to Council
- ☐ Conduct a Risk Assessment
- ☐ Develop an Emergency & Excavation Plan
- ☐ Notify Emergency Services
- ☐ Check SafeWork Tas registration for amusement structures
- ☐ Engage licenced security personnel
- ☐ Arrange for First Aid to be in attendance
- ☐ Develop a lost child policy
- ☐ Develop a Weather Contingency Plan
- ☐ Ensure any hazardous areas or materials are clearly signed or fenced off
- ☐ Ensure suitable fire extinguishers and blankets are place in appropriate areas
- ☐ Ensure mobile plant (forklifts, cherry pickers etc) are only operated by certified operators

Contractors

- ☐ Ensure all contractors are included when they arrive on site
- ☐ Check all necessary insurances and qualifications

Staff & Volunteers

- ☐ Recruit adequate staff and volunteers
- ☐ Ensure all staff and volunteers are inducted when they arrive on site
- ☐ Arrange water and meals for staff and volunteers

Prepare Documentation

- ☐ Site Map
- ☐ Run Sheet
- ☐ Contact Sheet
- ☐ Risk Assessment
- ☐ Emergency & Excavation Plan

Stakeholder Notification

- ☐ Prepare notification for surrounding residents and businesses, if required to be delivered no later than 7 days prior to event
- ☐ Invitations to officials, dignitaries and guests

Marketing, Promotion & Signage

- ☐ Develop a marketing plan

- ☐ Create promotional material (e.g. poster, flyers, postcards)
- ☐ Distribute promotional material
- ☐ Advertise online and via social media
- ☐ Send details of your event to Council's Communication team
- ☐ Place an ad in the local paper
- ☐ Prepare site signage e.g. toilets, water, first aid

Post Event

- ☐ Thank you letter to all participants and sponsors
- ☐ Post-event debrief and evaluation
- ☐ Finalise budget