

EVENT GUIDE



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council's role in event management

Events make a significant contribution to the goals of Council's 2040 Community Strategic plan to achieve: Our sense of place and identity; a smart and vibrant economy; environmental stewardship; enable sustainable growth; community health, safety and wellbeing; community leadership and collaboration.

Well managed events are an important part of the development of vibrant and sustainable communities, contributing to our social fabric and local economy.

OWNED EVENTS

These events are 'owned' by Council. They are on the whole, activities that have been created by Council to fulfil a specific need. Council has historically not ceased to stop events that they 'own', they are generally added to. 'Owned' events can be influenced at every level by Council and are funded primarily by Council.

Events in this category: Bathurst Cycling Classic and Bathurst Winter Festival

PARTNERED EVENTS

Events in the 'partner' category are activities whereby Council contributes significantly to the staging, local activation, logistics management and has some influence over format. Events that are conducted in partnership with Council allow for other organisations to take the financial responsibilities and Council to leverage these opportunities. Council may or may not take the financial risk on partnered events.

Events in this category: Bathurst 12 Hour, Bathurst 6 Hour and Bathurst National Rugby League round.

SUPPORTED EVENTS

Events nominated as 'supported events' are a combination of events run by Council in departments other than the Event Section, important Government gazetted events and significant locally coordinated events, including the funded Villages event activations. Council's role for supported events varies from waiving venue costs, actively supporting with marketing, leveraging media coverage and event organising and coordination. These events require an allocation of resources of either cash or in-kind from Council.

Events in this category: Royal Bathurst Show, Edgell Jog, Senior's Week, Mount Panorama Punish, Bathurst Eisteddfod and Youth Week

APPROVED EVENTS

Events in this category do not require cash or in-kind support from Council. However, when Council does leverage events in the 'approved' category, there is more successful integration and benefits for the local community.

GUIDE NO.1

before you begin

Coordinating even the smallest event can be time consuming and resource intensive. You can save yourself a great deal of time and money by answering some key questions BEFORE deciding to go ahead with an event. Consider the following questions:

WHY

Why are you holding an event? (e.g. To raise money for charity? To create a sense of community? To celebrate a special occasion?)

WHAT

What type of event do you want to hold?

What approvals will you need to run your event?

What plans will you need to prepare in order to gain approvals from regulatory authorities and effectively manage your event?

What resources will you need to run a well-managed event (e.g. staffing, venue, sponsorship, equipment, insurance, marketing etc)?

What will the event cost to stage? Have you developed an event budget?

Do you need an ABN or be registered for GST?

What are the risks that may affect your event? Do you need Public Liability Insurance?

Do you have a marketing plan?

WHERE

Where will your event be held? Will there be any costs associated with hiring the venue or using a public space?

Do you have a wet weather plan?

Does your event require a development application through Council or is it covered under the current approved blanket development applications?

WHO

Who do you want to come to your event? Your event might target a particular demographic such as young people, seniors, families or school children. It may be an event for a particular geographic area such as a suburb or a local government area. Perhaps you want your event to appeal to a particular interest group such as train enthusiasts, gardeners, lovers of jazz etc

HOW

How will you reach those people and tell them about your event? Do you have the resources to market your event to the right target audience?

How will you gain access to the resources you need?
How will you stage your event?

WHEN

When do you want to hold your event? Are other events being staged at the time you propose to hold your event? Other events can affect the level of media interest in your event, the availability of transport, accommodation and other support services. For information about future events, contact Bathurst Visitor Information Centre on (02) 6332 1444 or visit visitbathurst.com.au

Is there an existing event with which you could partner?

WHO OWNS THE EVENT?

If your event fits into any of the 4 levels of ownership listed below, the event organising committee must submit a Request for Event Support to Bathurst Regional Council for consideration. There are 4 potential levels of ownership for an event, these being:

1. **Events initiated and managed by and only involving Bathurst Regional Council.** This means Council holds complete responsibility for the event.
2. **Bathurst Regional Council is a participant and not the main organiser.** This means Council is only responsible for its own area and the community group or business organising the event is responsible for everything else.
3. **Bathurst Regional Council is the venue owner** (i.e. Bathurst Entertainment Centre, Parks and Gardens, etc). Council is responsible to ensure the venue is safe and suitable for the purpose and set terms of condition of use.
4. **Bathurst Regional Council is the main organiser of an event and other organisations take part.** Council holds the overall responsibility of the event and has the authority to determine terms and conditions of participation.

BATHURST REGIONAL COUNCIL'S EVENTS TEAM

Bathurst Regional Council has an Events Team that is your one stop shop for event related enquiries.

This team should be your first point of contact within Bathurst Regional Council. The Team has lots of tools, tips and tricks that will assist you in any and all aspects of your event planning. Most of the information is located within this guide so simply navigate through to find what you're after. The team also offers information and advice on running your event as well as details on:

- Event Management
- Development Application processes
- Food Safety Standards
- Venues, Parks and Facilities
- Insurance and Risk Management.

You can get in contact with the Events Team by email at events@bathurst.nsw.gov.au or calling (02) 6333 6111 to make an appointment.

There are many **templates** and **forms** that are referred to throughout this document. The forms can be downloaded directly from the Bathurst Regional Council website www.bathurst.nsw.gov.au/events or you can contact the Events Team directly on (02) 6333 6111

GUIDE NO.2

event organiser's checklist

The Event Organiser's Checklist ensures you have attended to all of the requirements of running a successful and safe event. Each section of the Event Organiser's Checklist is discussed in more detail within the guide. Please refer to the guide numbers referenced within the table below for more corresponding information.

Please find below an example of a checklist that could be used for any event held within the Bathurst Region.

Task	More Information
Planning	<input type="checkbox"/>
Develop / review event objectives	Guide 1
Check what local events are on at the same time as your proposed event via bathurstregion.com.au/whats-on/events-calendar	*you should also consider the event schedule of surrounding town
Contact Council's Events Team to discuss any approvals you may require including: <ul style="list-style-type: none"> • Development Applications • Traffic management • Permits • Booking venues • Booking Banners and Flag installations 	Guide 6 Guide 5 Guide 6 Guide 4 Guide 4
Form the event organising committee and allocate roles and responsibilities	
Prepare the event budget and monitor expenditure and income	
Develop event program/timeframe	
Develop a site map <ul style="list-style-type: none"> • Plan to scale • Area you propose to use • Indicate structures such as stage, toilets, marquees etc • Streets surrounding the area • Fixed structures such as amenity blocks 	*consider disable access and people movement - Guide 9
Enquire into equipment needs (e.g. PA, stage, tables, chairs etc)	
Risk Management	<input type="checkbox"/>
Conduct risk assessment involving all key stakeholders using the Risk Assessment Matrix	Guide 3
Obtain relevant insurance and send copies to Council if required	
Develop Contingency Plans - wet weather, low attendance etc	
Preliminary Event Application	<input type="checkbox"/>
Submit a Preliminary Event Application to Bathurst Regional Council with the following attached: <ul style="list-style-type: none"> - Letter addressed to GM - Letter of support - Site Plan - Risk Management Plan - PLI 	Download form from www.bathurst.nsw.gov.au/events

Traffic Management	□
Develop a Traffic Management Plan	Guide 5
Submit TMP to Council, NSW Police and RMS to consider	*Please ensure you consult the timeframes needed for Traffic Approval
Once TMP and Event Approval is received: <ul style="list-style-type: none"> - Promote alternative transport - Implement your Communication Plan 	
Sponsorship & Grants	□
Create sponsorship proposal - cash and in-kind	Guide 11
Identify appropriate potential sponsors	
Distribute sponsorship packages and follow up promptly	
Research, prepare and send relevant grant applications	*It is a good idea to look at the key criteria of a possible grant and include these within your objectives
Marketing & Promotion	□
Develop Marketing/Communication Plan	Guide 12
Design promotional material, basic text and logo	
Develop social media strategy	
Distribute flyers/posters/brochures to the community	
Submit a brief blurb and image to the Bathurst Regional Councils Events Team and Bathurst Visitor and Information Centre to be included on relevant websites	
Letter box drop to surrounding residents	
Submit event advertisement/media release/ What's On to relevant outlets	Guide 13 and Guide 14
Notifications	□
Implement communication plan regarding road closures	
Notify LEMC	Download LEMC Template from www.bathurst.nsw.gov.au/event
Notify affected residents of event	
Notice of Assembly to NSW Police	Guide 3
Operations	□
Book venue/park/facility	Guide 4
Based off your site plans and equipment necessities, apply for temporary structure permits or a DA if applicable	Guide 6
Book all necessary equipment i.e. portable toilets, marquees, lighting towers, generators, PA system etc	
Book all performers and suppliers i.e. fireworks, show rides, face painters, guest speakers etc	
If using music, apply for APRA permit - apraamcos.com.au	Guide 6
Book security	
Book first aid officers	www.events.stjohnnsw.com.au
Create an Operations Run Sheet	
Food and Market Vendors	□
Book vendors and confirm in writing <ul style="list-style-type: none"> • Event details (date, time, venue, bump in and out) 	Guide 7
Request details of electrical requirements	
Request copy of Certificate of Currency (insurance)	
Request copy of Temporary Food Permit if selling items for consumption	

Alcohol	□
Develop Alcohol Management Plan	Guide 8
Obtain Liquor License	
Request copy of Temporary Food Permit	
Request copy of Certificate of Currency (insurance)	
Request proof of RSA from those supplying alcohol	
Confirm involvement in writing	
Apply for Alcohol Free Exemption Permit	Guide 4
Ticketing and Invitations	□
Design tickets/invitations and develop refund policy. Remember VIPs (Mayor, MPs etc)	
Determine ticket prices (what's included in the price?)	
Distribution (tickets at gate, pre-sold, online etc) and collection of tickets/RSVPs	
Cleaning & Maintenance	□
Organise toilet cleaners, extra toilet paper and supplies if appropriate	
Clean up venue/mow lawn/clear area of debris etc	*you may opt to contract event cleaners
Organise garbage and recycling bins for the event followed by waste removal	Guide 4
Other	□
Organise volunteers and staff	Guide 10
Prepare scripts or Run Sheets. Don't forget: <ul style="list-style-type: none"> • Welcome to/Acknowledgment of Country • Thank VIPs and Special Guests • Apologies • Mention and thank sponsors 	
Organise awards/trophies/certificates	
Organise decorations/styling	
On the Day - Pre Event	□
<ul style="list-style-type: none"> • Gather staff, volunteers and emergency services for full briefing • Circulate contact list with mobile numbers to all staff/volunteers • Confirm chain of command in case of emergency • Distribute incident reporting method • Conduct final rehearsal and sound check • Brief Greeter and Minder for VIPs • Distribute event kit with essentials 	
On the Day - Post Event	□
<ul style="list-style-type: none"> • Thank you letters and reports to sponsors • Thank you letters to staff, volunteers, performers • Evaluation/debrief with key stakeholders • Close off budget • Hold a debrief session to look at ways of improving the event • Prepare final report • Claim the date for your next event and register with Bathurst Regional Council 	Guide 15

GUIDE NO.3

risk management

The information included in this section is of a general nature and should be treated as such. When dealing with important issues such as risk management and insurance you should always consult a professional regarding your particular case.

RISK MANAGEMENT

Risk is anything that can impact on an event's success that you planned. Managing risk will help to make it safe for all concerned.

Risk management should not be a daunting process; it is merely a process to establish all the factors that may have a negative impact on your event. It is about making better, fully informed decisions. Some factors that may have a negative impact on your event, but are not limited to include:

Weather	Public safety
Volunteer safety	Traffic safety
Entertainment	Pedestrian safety
Competing event	Stall holders
Security	Set-up and Pull-down
Alcohol	Amusement Rides
Fireworks	Electrical equipment

The duty of care to residents, organisers, workers, performers, contractors and all of those present at your event is the responsibility of the organisers and must be addressed at all times.

HOW TO ASSESS RISK

It is important that all key stakeholders involved with the event are involved in identifying risk areas.

A Risk Assessment should be made of the event and the proposed activities to identify any possible issues or incidents that may occur.

After assessing the site, a Risk Management Plan (see template on page 36 in the Appendix) can then be developed and used to assist organisers with the

planning and management of the event, to minimise risk and maximise safety and enjoyment. Remember a Risk Management Plan cannot remain static.

INSURANCE

Every event must have appropriate Public Liability Insurance to ensure that individuals are financially protected and there is protection against loss should an incident occur. Public Liability Insurance is a critical part of responsible management of an event and is an important part of managing risk.

In order to ascertain the appropriate insurance required, a risk management analysis must be undertaken by the event committee to review the potential risks to the event and then an assessment made of whether appropriate insurance is available to cover that risk.

Depending on the number of volunteers involved with the event, it may be desirable to purchase a personal accident and insurance policy that covers all recorded volunteers for the period of the event. It is recommended that you seek professional advice from an Insurance Broker.

If Council infrastructure is to be utilised during the event, Council will insist on its 'rights and liabilities' being covered by the organiser's Liability Policy.

If your event is being held on Council land, Council requires a minimum of \$20 million Public Liability Insurance as a condition of approval.

One off event Public Liability Insurance can be obtained via various Insurance Brokers.

Ensure you notify NSW Police of your intention to hold a public assembly by submitting a **Notice of Intention to Hold a Assembly form** to the Bathurst branch of the NSW Police. The form can be downloaded from <https://www.bathurst.nsw.gov.au/events.html>

GUIDE NO.4

parcs and facilities

Bathurst Regional Council has a wide variety of parks, gardens and facilities that can be booked for your event.

COUNCIL OWNED SITES

There are a number of sites that you could consider when planning your event. Please note that it is essential that you contact Bathurst Regional Council to ensure the site is available. Sites include:

Cultural Facilities

- Mount Panorama Precinct
- BRAG Forecourt
- Bathurst Library Meeting Room
- Bathurst Memorial Entertainment Centre
- Kelso Community Centre
- Motor Racing Museum
- Australian Fossil and Mineral Museum

Recreation Facilities

- Sports Grounds
 - Carrington Park
 - Ann Ashwood Park
 - AFL
 - Netball
 - Tennis
 - Aquatic Centre
 - Bathurst Sportsground
 - Morse Park
- Kings Parade
- Haymarket Square
- Machattie Park
- Bicentennial Park
- Peace Park
- Japanese Gardens
- Adventure Playground

Application for Sporting Field Hire (Seasonal Use)

Council provides a number of facilities for seasonal competitions for sporting groups. This includes competition and training use. If you wish to apply for seasonal use of a Council facility please complete the *Application for Sporting Field Hire (Seasonal Use)* form and return to council@bathurst.nsw.gov.au

Application for Sporting Field Hire (Casual/One Off Use)

Council provides a number of facilities for sporting groups, schools and other community organisations for various one off sporting events including athletics carnivals and school sporting matches. If you wish to apply for one off use of a council facility please complete the *Application for Sporting Field Hire (Casual One Off Use)* form and return to council@bathurst.nsw.gov.au

Use of Council Sporting Fields for Major Events

For the use of Council's sporting fields for major events, or events requiring a closed facility for gate takings, it is requested in the first instance to contact Council's Recreation Section on (02) 6333 6285 to discuss the specifics of the event, or provide a written enquiry directed to General Manager.

Application for use of Council Facilities for Profit

Council provides restricted use of some parks and sporting facilities for commercial or "For Profit" organisations to hold boot camps, fitness or health activities, dog training classes or other "For Profit" events deemed suitable by Council. If you wish to apply for use of a council facility for the purpose of conducting a business activity, you will be required to complete the *Local Approval Section 68 and Roads Act Section 68* form and return it to council@bathurst.nsw.gov.au. It is advisable in the first instance to contact Council's Recreation Section on (02) 6333 6285 to discuss your proposal prior to completing the application form. Fees apply for the submission of the Section 68 application and additional fees apply for the use of Council facilities.

Application to hold an event in a Council Park or Facility

Council offers a variety of parks and facilities to hold events such as weddings, ceremonies or certain commercial events. If you wish to apply to hold an event in a Council park or facility you are required to complete the *Application to Hold an Event in a Council Park or Facility* form and return it to council@bathurst.nsw.gov.au. Prices and locations are also provided on this form.

Application to open Fernery in Machattie Park for Photographs

Council can provide the use of the Machattie Park Fernery for photographs. If you wish to use the fernery for photographs you are required to complete the *Application to open Fernery in Machattie Park for Photographs* form and return it to council@bathurst.nsw.gov.au

For any further information or enquiries relating to the hire of a sporting field for seasonal use, please contact Council's Recreation Section on (02) 6333 6285.

If you wish to find out more information about booking a cultural venue, visit www.bathurst.nsw.gov.au/community/facilities/venue-public-space-hire.html

SITE VISIT

It is important to conduct a site visit prior to booking a venue to ensure it has all the facilities you require for your event. This includes parking, lighting, toilets, power, fencing and access. It is also beneficial to conduct a site visit prior to completing your Risk Management Plan and Emergency Response Plan.

ALCOHOL FREE AREA EXEMPTION ZONE

Many of Council's Parks are Alcohol Free Zones, If you wish to have alcohol at a Council approved event held in an Alcohol Free Zone, you are required to complete the *Alcohol Free Area Exemption Permit* form and

return it to council@bathurst.nsw.gov.au along with the remittance of the scheduled fee. If you have any questions about the alcohol free zones or the permit please contact Council's Recreation Section on (02) 6333 6285.

FILMING WITHIN COUNCIL FACILITIES

If you wish to carry out any commercial filming within Council facilities, you are required to contact Council's Planning Department on (02) 6333 6111 for further information.

CITY SIGNAGE SITES

Signage is a powerful and effective way of communicating a message to the public. What signage you choose to display should be considered when creating your marketing plan as well as your risk assessment. Bathurst Regional Council provides you with an opportunity to utilise the William Street Banner site and the Lamp Stand flags throughout town. Producing the banner or flags is at your own cost.

Application for Lamp Stand Banner Hire

If you wish to apply for the Lamp Stand Banner Hire please complete the *Application for Lamp Stand Banner* form and return to council@bathurst.nsw.gov.au Prices and specifications are also provided on this form.

Application for William Street Banner Hire

If you wish to apply for Banner Hire please complete the *Application for Banner Hire* form and return to council@bathurst.nsw.gov.au. Prices and specifications are also provided on this form.

For any further information or enquiries relating to the hire of a sporting field for seasonal use, please contact Council's Recreation Section on (02) 6333 6285.

OTHER SIGNAGE

Should you choose to install promotional signage along council owned roads (i.e. Hereford Street) you must

abide by the conditions outlined in the Bathurst Regional Local Environmental Plan 2018, Division 54 Temporary Signage;

(1) Must be a sign of a temporary nature that:

(a) announces any local event of a religious, educational, cultural, political, social, sporting or recreational character or relates to any temporary matter in connection with such an event, and

(b) does not include advertising of a commercial nature (except for the name of an event's sponsor), and

(c) is not displayed for more than 28 days before or 7 days after the event.

(2) Must not obstruct the sight line of vehicle or pedestrian traffic.

WASTE

Bathurst Regional Council is committed to waste management practices that ensure environmental sustainability of our local area and the wider community.

Event organisers are encouraged to adopt 'Waste Wise' principles in their planning and help to lead the way towards a cleaner environment for the whole community. If you require extra bins or collection of waste, please contact the Engineering Department on 6333 6111.

GUIDE NO. 5

Camping

If you are coordinating or organising a one off or annual event involving camping, the following will apply to ensure compliance with the Local Government Act 1993 and the Environment Planning & Assessment Act 1979:

Task	Completed
<p>If it is the first time the event is operating and/or it is the first time the proposed site is being utilised, the event organiser must ensure a Development Application is submitted to Bathurst Regional Council’s Planning Department at least 3 months prior to operating. There is a fee attached in accordance with Council’s Revenue Policy.</p> <p>The DA must include but not be limited to details of the site (site plan), how many camping sites will be available, car parking, amenities, maximum number of persons.</p> <p>Please Note: This is a one off occurrence.</p>	<input type="checkbox"/>
<p>All event organisers who have already obtained a DA must apply for a Local Approval by submitting a Section 68 Local Approval form to the Bathurst Regional Council’s Planning Department at least 4 weeks prior to operating.</p> <p>Please Note: there is a fee attached in accordance with Council’s Revenue Policy and the Local Approval must be obtained per event.</p>	<input type="checkbox"/>
<p>A copy of your emergency management plan along with a site plan and the amount of showers/toilets available for use by patrons has been submitted with Section 68 Local Approval Application.</p>	<input type="checkbox"/>
<p>A copy of your Insurance Certificate of Currency (\$20 million Public Liability with BATHURST REGIONAL COUNCIL listed as an interested party) has been submitted with Section 68 Local Approval Application.</p>	<input type="checkbox"/>

For further information, please contact Council’s Environment, Planning and Building Services Department on 02 6333 6111.

GUIDE NO.6

road closures

If you think your event may require the partial or full closure of roads or have an effect on traffic within the City or surrounding areas please contact Council's Traffic & Design Engineer on (02) 6333 6100. Events that will require control of traffic must be considered by the Traffic Committee. This process requires a minimum of 6 months to allow for the meeting schedule of the Committee.

ROAD CLOSURES

The Road Closure Application Checklist on the following page provides further information and identifies the procedure and forms required for applying for road closures and use of the streets for events. There are a number of categories your event may fall into:

Class 1 Event

(e.g.) Closure of state classified roads for parade or event)

- Impacts major traffic and transport systems
- Disrupts the non-event community
- Requires the involvement of Police, one or more Councils and the RMS

Class 3 Event

(e.g. Street Parade)

- Does not impact local or major traffic and transport systems or classified roads
- Disrupts the non-event community in the immediate area only
- Require Local Council and Police consent

Class 2 Event

(e.g. Fun Run / parades conducted on local streets)

- Impacts local traffic and transport systems but does not impact major traffic and transport systems
- Disrupts the non-event community in the area but not over a wide area
- Requires the involvement of the Police and Local Council

Class 4 Event

(e.g. community walk on the footpaths)

- Event conducted entirely under Police control
- Does not require traffic management
- Does not impact vehicular traffic
- Has little effect on non-event community

ROAD CLOSURE APPLICATION CHECKLIST

Task	Complete
Call Council's Traffic Management Section to discuss your event 6333 6100	<input type="checkbox"/>
Send a letter detailing the proposed event to: <ul style="list-style-type: none"> • General Manager of BRC • Bathurst Police • RMS Rural Special Events 	<input type="checkbox"/>
In this letter you need to include the Event Information : <ul style="list-style-type: none"> • Name • Date • Time • Location • Expected number of people • Aerial map of event 	<input type="checkbox"/>
In addition to the Event Information a Traffic Management Plan (TMP) needs to be included with the following contents: <ul style="list-style-type: none"> • Traffic Guidance Scheme (TGS) created by an accredited traffic controller • Risk Management Plan • Insurance Certificate of Currency (\$20 million Public Liability with BATHURST REGIONAL COUNCIL & RMS noted as interested parties) • Communication Plan (Emergency Services and affected Residents/Stakeholders) • Signage Plan other than that detailed in TGS • Road Occupancy License (if the event is a class 1) 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

* Class 1 – Application must be submitted 6 months prior to the event (please note it takes a further 2 months for the applications to be considered by the Traffic Control Committee and Bathurst Regional Council).

*Class 2,3,4 – Application must be submitted 3 months prior to the event (please note it takes a further 2 months for the applications to be considered by the Traffic Control Committee and Bathurst Regional Council).

For further information and online documentation see 'Guide to Traffic and Transport Management for Special Events' available at rms.nsw.gov.au

Once approval has been gained, activation of your communication plan should be implemented:

Task	Complete
Letter to Local Emergency Management Committee (LEMC)	<input type="checkbox"/>
Letter to affected parties such as transport companies and public transport providers	<input type="checkbox"/>
Residents and Business letter drop	<input type="checkbox"/>
Advertise road closures 7 days prior to event	<input type="checkbox"/>

RACES

If your event involves a vehicle race (including bicycles) a separate application must be made to the NSW Police under Section 40 of the Road Transport (Safety & Traffic Management) Act, 1999. For further information visit www.rms.nsw.gov.au/business-industry/event-management-guidelines/index.html

GUIDE NO.7

development applications for events

Special events and associated infrastructure may require approval under the Environmental Planning, Assessment Act or the *Local Government Act 1993*.

EXEMPT EVENTS

Temporary commercial, community, retail events or private functions will generally **not** require formal development consent under the Environmental Planning or Assessment Act in the following circumstances:

- 1) Must be located on Council-owned land or land for which the Council has care, control or management.
- 2) Must have obtained the written consent of Council.
- 3) Must have obtained all required approvals.
- 4) Must not involve the closure of any public roads, or appropriate traffic management plans are in place (see Guide 5)
- 5) Must not have duration of more than 12 days in any 12-month period.
- 6) Total number of people attending the event must not exceed 1000 at any time.
- 7) Must not involve the selling of liquor, or an approved liquor licence is in place (see Guide 8).
- 8) Must not involve any permanent or physical change to any land.
- 9) Lighting must be provided to facilitate the safe movement of patrons, must not cause glare to adjoining properties and must comply with AS 4282 – 1997, Control of the Obtrusive Effects of Outdoor Lighting.
- 10) Event (including set up and pack down) must take place only during the following periods:
 - a. 7.00am to 10.00pm on Monday, Tuesday, Wednesday, Thursday Friday or Saturday,
 - b. 8.00am to 10.00pm on Sunday.
- 11) Adequate toilet facilities must be available based on a pro rata basis

Temporary structures such as tents, marquees and stages may require approval from Council. There are some exemptions from that requirement.

Small scale structures, tents and marquees can be considered to be exempt development provided they meet the criteria outlined in Division 3 of State Environmental Planning policy (SEPP)(Exempt and Complying Development Codes) 2008.

For more information regarding exempt development visit:

To notify Bathurst Regional Council of your exempt development please complete and return the Exempt Development form to the Planning Department of Council at least 3 months prior to initiation.

To notify Bathurst Regional Council of your exempt development please complete and return the *Except Development form* to the Planning Department of Council at least 3 months prior to initiation.

In some cases, larger structures such as tents and marquees can be considered as complying development. An approval for such developments should be obtained from Council or a private certifier.

For more information regarding complying development visit:

<https://www.legislation.nsw.gov.au/#/view/EPI/2008/572/part4a>

Where structures are too large to be considered complying development a Development Application is required.

All application forms are available on Council's website:

<https://www.bathurst.nsw.gov.au/building/development-applications/development-types.html>

DEVELOPMENT APPLICATIONS FOR EVENTS

Generally, if an event is to be held on land that is not normally used for the same purpose as the event an application will be required to enable a temporary use of the land. Examples of events that require a development application include:

- Markets that are held on land that is otherwise used as a car park or a recreation area
- Music events within parks

Applicants should ensure that their applications are lodged with plenty of time to enable an assessment to occur and condition requirements to be met prior to the event being held. As a minimum, applications should be lodged **three months prior** to the date of the event.

If the event is to be held on land that is owned by Bathurst Regional Council, the consent of Council will be required in writing and the Development Application signed by the appropriate Council Officer. Otherwise you need the consent of the owners.

The booking to use Council land is a separate process to the development application (see Parks and Facilities). Both the booking terms and development application will impose conditions to ensure that Council's assets are not damaged and that the impact of the event being held is minimised.

Council has prepared a checklist which outlines the required plans and documents that need to be lodged with a development application for an event. This can be found within the Development Application form.

APPROVAL OF AMUSEMENT DEVICES

As part of Section 68 of the Local Government Act 1993, operators of amusement devices are required to make application to Council for approval to operate their amusement devices anywhere in the City unless the amusement device is not required to be registered under the Work Health and Safety Regulation 2011 or if the amusement device meets the exemption requirements under the Local Government Regulations and Council's adopted Local Approvals Policy.

To apply for approval, an Amusement Device Application form must be completed and returned to Council, before the amusement device can be operated for public use. The application form must be accompanied by:

- Copy of current WorkCover NSW Registration relating to the specific ride
- Copy of \$20 million Public Liability Insurance related to the specific ride
- There is an application fee payable to Bathurst Regional Council.

Application forms can be downloaded from <https://www.bathurst.nsw.gov.au/apply-for-development.html>

EXEMPTION OF AMUSEMENT DEVICES

Exemption provided under the Local Government Regulations:

Activity	Regulation
Amusement devices not required to be registered under the Occupational Health and Safety Regulation 2001* may be installed or operated without the prior approval of the Council.	Clause 71 of the Local Government (General) Regulation 2005.
<p>A small amusement device may be installed or operated without the prior approval of the council if:</p> <p>(a) the ground or other surface on which the device is to be or has been erected is sufficiently firm to sustain the device while it is in operation and is not dangerous because of its slope or irregularity or for any other reason, and</p> <p>(b) the device is registered under the Occupational Health and Safety Regulation 2001*, and</p> <p>(c) the device:</p> <p>(i) is to be or has been erected, and</p> <p>(ii) it to be or is being operated, in accordance with all conditions (if any) relating to its erection or operation set out in the current certificate of registration issued for the device under that Regulation, and</p> <p>(d) there exists for the device a current log book within the meaning of Chapter 5 of that Regulation, and</p> <p>(e) in the case of a device that is to be or is installed in a building, fire egress is not obstructed, and</p> <p>(f) there is in force a contract of insurance or indemnity that indemnifies to an unlimited extent (or up to an amount of not less than \$10,000,000 in respect of each accident) each person who would be liable for damages for death or personal injury arising out of the operation or use of the device and any total or partial failure or collapse of the device against that liability.</p>	Clause 75 of the Local Government (General) Regulation 2005.

Exemption provided under Council’s Local Approvals Policy:

Activity	Exemption Requirements/Conditions
Install or operate an amusement device.	<p>The ground or other surface on which the device is to be or has been erected is sufficiently firm to sustain the device while it is in operation and is not dangerous because of its slope or irregularity or for any other reason;</p> <p>The device is registered under the Occupational Health and Safety Regulation 2001;</p> <p>The device is to be or has been erected in accordance with all conditions (if any) relating to its erection set out in the current certificate of registration issued for the device under that Regulation;</p> <p>The device is installed (including erected) and operated in a safe manner.</p> <p>A contract of insurance in in force or indemnity that indemnifies to an unlimited extent (or up to an amount of not less than 10,000,000 in respect of each accident) each person who would be liable for damages for death or personal injury arising out of the operation or use of the device and any total or partial failure or collapse of the device against that liability.</p> <p>The provisions of the Work Health and Safety Act and Regulations 2011 are being complied with;</p> <p>There exists for the device a completed log book within the meaning of Chapter 5 of that Regulation.</p> <p>Council has been provided with the operators details and copies of Workcover registration and insurance details.</p>

If the exemption criteria provided by this Policy cannot be met, consent is required from Council. See Section 2.3 of Council’s Local Approvals Policy for specific requirements for the submission of an application and for matters which Council will take into consideration when considering such an application.

When an event is being held in the Bathurst Regional Council Local Government area that has affected devices, delegates from Council will attend and facilitate the applications and undertake required inspections on-site. Council charges fees to undertake inspections of amusement devices

As the amusement operator, if you are unsure if an event you are attending will require approvals before operating, contact Council’s Development Services Section on 02 6333 6111. Event organisers can also contact Council’s Environment, Planning and Building Services Section to determine if the amusements they are hiring require approval.

STATEMENT OF ENVIRONMENTAL EFFECTS

When compiling your Development Application documentation you will need to consider the following information to provide in the Statement of Environmental Effects. This will help ensure that the requirements of the Environmental Planning and Assessment Act 1979 are met and will allow Council to assess the application against the relevant considerations.

The level of detail provided in the Statement of Environmental Effects should be consistent with the size and scale of the event along with the likely impacts of the event.

Event:

Name of event

Date/s and Times:

Event date/s and exact times – include bump in and bump out times.

Location:

Venue, including street names and boundaries. Is the event being held in a Heritage Listed or a Heritage Conservation Area? Discuss access to location, especially for those with disabilities.

Numbers:

Approximate attendance at your event and if this figure includes guests, visitors, performers, contractors etc.

Contact:

Who the event is being organised by (such as a Committee) and the main point of contact, this person's position (e.g. Events Coordinator) and contact details (land line, mobile and email address if possible).

Temporary Structures:

Include information here if you are erecting temporary structures or utilising an existing building. Discuss how many, locations and uses for all of these. Discuss site re-instatement and if there will be minimal impact on the site (e.g. are there temporary structures being erected for a short period of time etc.).

Stallholders:

If you will you be having food and beverage or

market stalls at your event, state what these are and how they comply with regulations regarding WHS and if they are going to supply public liability and insurance certificates. If alcohol is being served, mention that RSA certificates have been requested. Do you need to apply for a temporary on-licence? If employing staff /volunteers to serve alcohol, RSA certificates must be obtained.

Entertainment:

Include information about the type of entertainment you will be offering (bands, soloists, roving entertainers etc) at your event and the times of these performances. Mention the impact on the surrounding environment and what you will do to assist with this (such as letters to the surrounding households). Will you have any facilities for performers such as dressing rooms, toilets, marquees, hospitality etc.

Amenities:

What existing facilities will you be using (toilet blocks etc) or will you be hiring port-a-loos? The Building Code of Australia provides details on the amount of toilet facilities required for events.

Security:

Is a professional security firm being employed for your event? If so, who will it be, how long are they employed for and what are they responsible for (crowd control, noise control).

Parking:

Include information about what parking and disabled parking facilities the event location

offers. Is the event centrally located? Is the location easily accessible by public transport? Are guests able to walk and/or get lifts. The Building Code of Australia provides details on requirements for car-parking widths and areas.

Lighting:

Include information about lighting if your event is being held during the evening / night. What lighting does the venue offer?

Power:

Will you be using the existing power and outlets available at the venue? You should also let Council know if you will be using generators.

Fencing:

Is this required and if so, where will it be used? Remember to mention that it will not be blocking exits and space will be kept for emergency evacuations.

Risk Management:

If held on Council land, a complete risk management assessment must be conducted before the event and distributed to all relevant stakeholders including the Committee,

performers, contractors, security and local emergency response teams. What procedures do you have in place in the event of an emergency evacuation and mention any structural hindrances?

Road Closure:

If road closures are required, write them down and mention what processes you have followed to ensure the safety of this aspect of the event. Be sure to mention the street names that will be affected and the closing dates and times.

Suspension of Alcohol-Free Zone:

Does this need to be requested? Provide as much detail as possible including dates, times and locations.

Public Liability Insurance:

Who holds the policy – the committee, the event, an individual?

ENVIRONMENTAL IMPACTS STATEMENT

1.1 What impact will the proposed development have upon the local environment (for example flora, fauna, Aboriginal land, and use of water)?

1.2 What impact will the proposed development have upon the local economy?

1.3 What impact will the proposed development have on the local community?

1.4 What types of development exist on surrounding land?

1.5 Will the development increase the amount of noise, vibration, light or any other form of disturbance on adjoining lands? (If yes, describe the expected disturbance)

*If the answer to question 1.5 is yes, describe what will be done to reduce the effects of that disturbance on neighbours.

1.6 Will the development increase the amount of traffic in the area?

ENVIRONMENTAL ASSESSMENT

Any archaeological sites that may be affected by the proposed development? (If yes, provide details)

Any historical or heritage sites that may be affected by the proposed development? (If yes, provide details)

Any cultural sites that may be affected by the proposed development? (If yes, provide details)

Any threatened species of flora that are likely to be affected by the proposed development? (If yes, provide details)

Any threatened species of fauna that are likely to be affected by the proposed development? (If yes, provide details)

Any possible reduction in the current recreational or community uses of the area as a result? (If yes, provide details)

TIPS ON HOW TO COMPLETE AN APPLICATION FOR DEVELOPMENT

Below is a guide to assist you with completing Bathurst Regional Council's Development Application Form which can be collected in person at council or downloaded from bathurst.nsw.gov.au/building/development-applications/development-types

Section 1 Type of Application

Select "Development Application"

Section 2 Applicant Details

Complete details in full and sign.

Section 3 Subject Land

This is the information of the address where your event will be held. If you are unsure of the details, ask Customer Service at Bathurst Regional Council for the correct address.

Section 4 Describe Proposed Development

Select "Local"

Provide a brief description of what the event is, dates, times etc and refer to your attached documentation for further information.

Section 5

Give an estimate of the build in dollars

Section 6

Leave this blank

Section 7 Consent of Registered Owners

If it is a Bathurst Regional Council venue you are using, a staff member at Customer Service can help you locate the relevant person. If using an existing building, you must have all the owners' signatures.

Section 8

Leave this blank

Section 9

In certain circumstances approval of other government agencies may be required. These are listed in Section 9 of the form. Where approval is required additional fees will be required.

Section 10 Environmental Impact

If you are submitting a DA please include an Environmental Impact Statement

Section 11 Have you discussed this development, prior to lodgement, with a council officer?

Choose which option is applicable

Section 12,13,14,15 and 16

Leave blank

Supporting Documentation

You must attach the checklist and supporting documentation for your event, this includes:

- Statement of Environmental Effects (Not needed for a Section 68 Application)
- Site plans
- Risk Assessment
- Emergency Management Plan for things like Camping Grounds

GUIDE NO.8

food vendors

If you are coordinating or organising a one off or annual event involving food stalls, the following will apply to ensure minimum legal requirements of the Food Act 2003 and Food Standards are met:

Task	Completed
<p>If the event is a Bathurst Regional Council owned event, all food stallholders will each have to complete a <i>Store Holder Application</i> form available from the Bathurst Regional Council’s Events Team.</p> <p>If the event is <u>not</u> a Council owned event, the event coordinator may choose to distribute a Store Holder Application form which ask for:</p> <ul style="list-style-type: none"> • Contact Details • Menu and pricing • Requirements (Space, equipment, running water, power etc) • Deposit/payment 	<input type="checkbox"/>
<p>All food vendors must apply for a Temporary Food Permit by submitting a completed <i>Food Business At Markets and Temporary Events Registration and Mobile Food Vendor Registration</i> form to the Bathurst Regional Council’s Planning Department at least 14 days prior to operating. Please note there is a small admin fee attached.</p>	<input type="checkbox"/>
<p>If cooking with gas, a vendor must complete a <i>LP Gas checklist</i> form.</p>	<input type="checkbox"/>
<p>Submit a copy of your Insurance Certificate of Currency (\$20 million Public Liability with BATHURST REGIONAL COUNCIL listed as an interested party)</p>	<input type="checkbox"/>

For further information, please contact Council’s Environment, Planning and Building Services Department on 02 6333 6111.

GUIDE NO.9

alcohol checklist

Organising an event where liquor will be sold will require a limited licence under the Liquor Licensing Act. To sell alcohol at your event you are required to:

Task	Completed
Meet with Bathurst Police Liquor Licensing Officer to discuss proposed event involving alcohol.	<input type="checkbox"/>
Obtain local consent in the form of a letter from: <ul style="list-style-type: none"> The local council or other consent authority (if the premises are within 500 metres of another LGA, the local council or other consent authority for that area The Department of Industry – Lands & Forestry if the premises are on Crown land. 	<input type="checkbox"/>
<p>Alcohol Management Plan</p> <p>Develop, implement and adopt principles/strategies that can prevent or reduce the risk associated with the consumption of alcohol, minimise harmful and hazardous use of alcohol and encourage a responsible attitude.</p> <p>The Alcohol Management Plan needs to outline:</p> <ul style="list-style-type: none"> Event Date/Time/Location/Attendance/Coordinator/Licensee Event description Site plan Alcohol Sales Bar Infrastructure Key initiatives to ensure the safe service of alcohol Security plan RSA Signage Medical Support Contact 	<input type="checkbox"/>
Obtain a Limited Licence Trade Fair Permit through the Office of Liquor & Gaming online by visiting www.liquorandgaming.nsw.gov.au . You will need to attach your local consent letter/s and Alcohol Management Plan. <ul style="list-style-type: none"> For a temporary function licence (for non-profit groups) the application must be submitted no less than four weeks prior to the event. For a permanent function licence or a special event licence, the application must be submitted no less than eight weeks prior to the event. 	<input type="checkbox"/>
<p>Alcohol Free Zone Permit</p> <p>If you wish to have alcohol at a Council approved event held in an Alcohol Free Zone, you are required to complete the Alcohol Free Area Exemption Permit form and return it to council@bathurst.nsw.gov.au with a minimum three months' notice.</p>	<input type="checkbox"/>

RSA COURSES

Anyone serving alcohol is required to be Responsible Service of Alcohol qualified (RSA). RSA courses are held regularly in Bathurst. Check with your local education provider for details.

If you hold an RSA issued prior to 1 January 2001 these certificates are now invalid and you are required to complete an RSA course with an approved registered training organisation. For more information visit the Office of Liquor, Gaming & Racing website olgr.nsw.gov.au

For further information visit <https://www.liquorandgaming.nsw.gov.au/>

GUIDE NO.10

accessibility

When planning an event it is important to consider the needs of people with disabilities or people who may encounter accessibility issues such as prams or walking aids. The following information has been sourced from the Australian Network on Disability;

When organising an event, whether it's a board meeting, an annual conference, or the team Christmas party, there are a few small considerations to make to ensure it can be enjoyed by everybody.

The information below is an overview of considerations that should be made to accommodate people with disability. It is by no means exhaustive, but is a good place to start when planning your event. Always remember to ask each attendee about their unique requirements; **never assume**.

<p>Choosing a venue</p>	<ul style="list-style-type: none"> • Ensure entrances, lifts, ramps and corridor widths comply with Australian Standards. • Ensure automatic doors at entrance are available and functioning. • Ensure accessible bathrooms are available. Check that the bathrooms are functioning, clear of clutter, and can be easily accessed. • Choose a venue that can be easily accessed by public transport. • Make sure your venue understands the laws surrounding service animals in Australia. • Check that the acoustics of the venue are adequate, and that noise from external sources (traffic, crowds, other events, etc.) do not interfere.
<p>Invitations</p>	<ul style="list-style-type: none"> • Ask attendees to advise of any accessibility requirements when registering so that these adjustments are managed as a part of the event. Outline the accessibility features of the venue you have chosen. • Ensure digital invitations are accessible. If you're fairly new to accessibility, check out the beginner's guide to accessible content; https://www.and.org.au/pages/a-beginners-guide-to-accessible-content.html • Ensure guests and participants can register for the event in a range of ways, including by phone, email or online. If using an online form or third party booking service, make sure it is accessible. • Provide information about accessing the venue, including accessible parking, general parking, public transport, and venue drop-off points. • For ticketed events, Companion cards and similar services should be honoured
<p>Marketing and communications</p>	<ul style="list-style-type: none"> • Written material should be available in alternative formats, as required, before and after the event (e.g. braille, large print, audio, electronic). • Signage, presentations and written material should have sufficient contrast levels. • Make written material available in plain English/Easy English alternatives. • Always use inclusive, person-first language.
<p>Wayfinding</p>	<ul style="list-style-type: none"> • Ensure your event venue is accessible. Is there level access? Is there braille signage? Are there sufficient Tactile Ground Surface Indicators (TGSIs)? • Wayfinding materials should be simple and easy to read (clear directions, appropriate signage).

	<ul style="list-style-type: none"> The emcee or event organiser should provide a verbal explanation of the layout of the venue at the start of the event. This should include the layout of the room and directions to toilets, meal areas, breakout rooms and fire exits.
Room arrangement	<ul style="list-style-type: none"> Book Auslan interpreters as needed, and reserve seats in front to enable a clear view for people who are deaf and hard of hearing. Provide sufficient space between tables for wheelchair access. Ensure table height is accessible to wheelchair users and people of short stature. This includes refreshment tables and buffets. For standing events, provide some chairs for people who may experience fatigue Venue should be clear of obstacles, and trip hazards such as cables should be removed or taped down. Provide guests with access to a separate, quiet area to allow them to take a break, if needed.
Audio visuals	<ul style="list-style-type: none"> Avoid strobe lighting or flashing lights. Provide a wheelchair ramp to the stage (if required) and ensure it complies with Australian Standards. Provide adjustable height microphones, or lapel microphones if required. Ensure a hearing loop is available. Provide space for Auslan interpreters (if required). Ensure interpreters are positioned in a well-lit area and clearly visible to the audience. Provide live captioning (available through Ai-Media). This involves having an adequate internet connection available for attendees to connect to through their personal devices, as well as a phone line to connect the captioners. Venue should be evenly lit throughout.
Presentations	<ul style="list-style-type: none"> All videos must be captioned. Videos should be audio described where appropriate. If they cannot be audio described, the presenter should supply any visual information that a person with low vision may not be able to access. Presenters should describe any visual information in their presentations.
Catering	<ul style="list-style-type: none"> Provide a variety of meal options and include items that are easy to eat. Include foods that do not require utensils or intricacy. Ensure catering staff are briefed and available to assist attendees with serving items where required. Ensure special meals are clearly labelled and easily accessible.

BATHURST REGIONAL COUNCIL'S DISABILITY INCLUSION ACTION PLAN

Personal choice is only possible when communities are inclusive of all people including People with Disability. Real diversity is not achieved unless People with Disability are provided with equal opportunity to participate in community life.

The purpose of the Disability Inclusion Action Plan is to set out the strategies and actions that Council will deliver in the next four years to enable people with disability to have greater access to the built

environment and Council information, services, facilities and events.

There are four focus areas which aims to create long term change and require consistent efforts from government and the wider community. Focus area 3; Creating liveable communities should be considered when planning your event. It aims to achieve “places people can move about easily to access services and facilities and participate in community life.

GUIDE NO.11

use of drones for photography

The use of drones for photography is a great way to get the perfect image, however it is important to know there are operating conditions that the Civil Aviation Safety Authority (CASA) have requested for personal privacy and safety.

FLYING A DRONE COMMERCIALY

If you fly a drone (remotely piloted aircraft (RPA)) <2kg for economic gain (i.e. paid photography), you can operate your drone in what is called the 'excluded' category. This means you'll need to notify CASA before you fly and operate within the standard operating conditions.

WHAT YOU NEED TO DO TO GET FLYING

- Go to the CASA website and notify us **five business days before** flying.
» To notify CASA, you will need an aviation reference number (ARN). If you do not already have an ARN, you will need to apply for one.
- Operate within the **standard operating conditions**:
 - You must only fly during the day and keep your drone **within visual line-of-sight**. This means being able to see the aircraft with your own eyes (rather than through a device) at all times.
 - You must only fly **one RPA at a time**.
 - You must **not fly over or above people**. This could include beaches, parks, events, or sport ovals where there is a game in progress.
 - You must keep your RPA **at least 5.5km away from controlled aerodromes**.
 - Flying **within 5.5km of a non-controlled aerodrome or helicopter landing site (HLS) is possible**, but only if no manned aircraft are operating to or from the aerodrome. If you become aware of manned aircraft operating to or from the aerodrome/HLS, you must manoeuvre away from the aircraft and land as soon as safely possible.
 - You must not fly your RPA **over or near an area affecting public safety or where emergency operations are underway** (without prior approval). This could include situations such as a car crash, police operations, a fire and associated firefighting efforts, and search and rescue.
 - Remember, you must **not operate your RPA in a way that creates a hazard** to another aircraft, person or property.
 - Respect personal privacy** Don't record or photograph people without their consent—this may breach state laws.

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Apply for an ARN and Notify CASA online by visiting: <https://www.casa.gov.au/standard-page/commercial-unmanned-flight-remotely-piloted-aircraft-under-2kg>

FLYING OUTSIDE OF THE OPERATING CONDITIONS

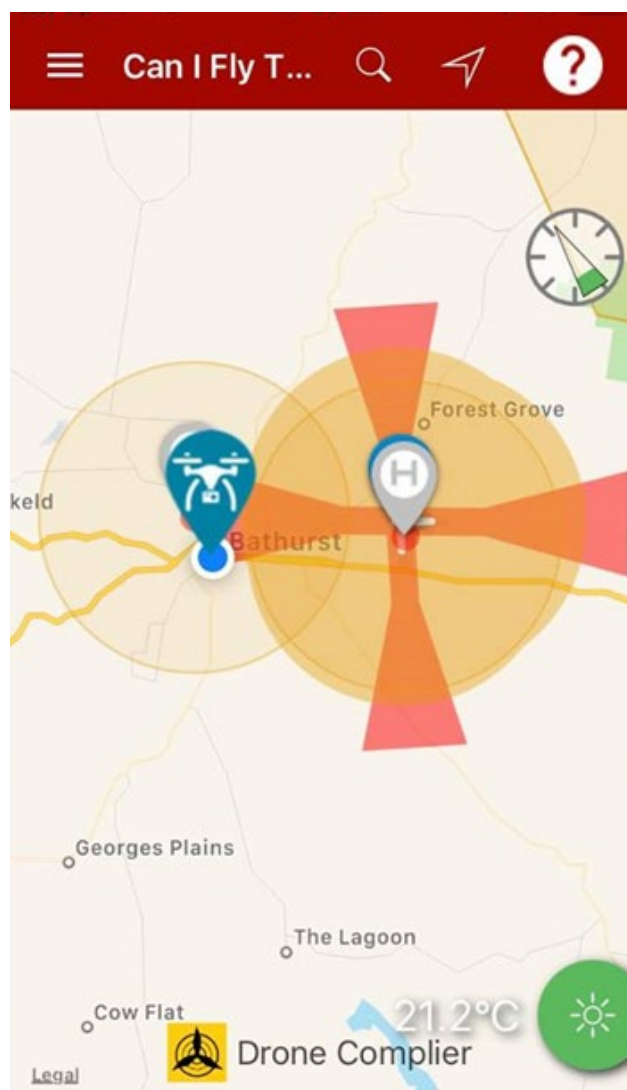
If you want to fly outside the conditions outlined in the diagram above, you will need to hold a Remote Pilot's Licence (RePL) and fly the drone with a person who holds a Remote Operators Certificate (ReOC). To gain this approval you need to:

1. Get your Remote Pilot Licence (RePL)
2. Get your Remote Operators Certificate (ReOC)
3. Get permission from CASA to fly

Visit <https://www.casa.gov.au/aircraft/standard-page/operating-unmanned-aircraft-safely> for more information.

CAN I FLY THERE?

Download CASA's free app showing nearby airports, helicopter landing sites, controlled airspace and restricted areas. For more information visit droneflyer.gov.au



GUIDE NO.12

volunteers

Volunteers can provide invaluable assistance in the coordination and running of an event.

The Centre for Volunteering can assist member organisations with recruitment of volunteers through the Volunteer Referral Service. For more details visit volunteering.com.au and follow the links “Become a Member” and then “Volunteer Referral Service”.

Another good way to find volunteers for events is to approach your local service clubs such as

Lions, Rotary and Quota, as well as educational and training institutions that offer event courses.

You need to be aware of your rights and responsibilities in relation to volunteers. These include:

INSURANCE

Professional advice should be sought about the type of insurance you will require to cover volunteer activity (also see Guide 3 – Risk Management). You should also check to ensure that any existing insurance policies cover volunteers. Some you might consider are:

- volunteers/workers personal accident
- public liability
- motor vehicle
- professional indemnity liability

WORK HEALTH & SAFETY

Volunteers are entitled to the same safe conditions that are provided to paid employees.

APPROPRIATE BRIEFING AND TRAINING

This is to ensure volunteers are able to do their assigned job effectively. Volunteers serving alcohol at a licensed event must be trained in the responsible service of alcohol.

REFERENCE AND POLICE CHECKS

Depending on the role assigned to a volunteer (such as working with children - see below) it may be necessary to carry out checks. If checks are relevant, volunteers should always be advised and their permission sought.

For more detailed information about the rights and responsibilities of organisations and volunteers go to volunteering.com.au or call the Centre for Volunteering on (02) 9261 3600.

CHILD PROTECTION

There are various aspects of events that involve working with children. There are some things that employers and self-employed people must do by law to help keep children safe. The NSW Commission for Children and Young People is an independent organisation working with others to make NSW a better place for children and young people.

GUIDE NO.13

sponsorship and grants

Sponsorship of community events and festivals has benefits for the City, as well as organisations and businesses in the local area.

SECURING SPONSORS

You have to ask! A sponsorship proposal is the most comprehensive and professional approach to seeking sponsorship involvement from a business. A sponsorship proposal should clearly:

- Highlight the various aspects of the event;
- List the benefits for the business of being associated with the event;
- List what you want and why (for example printing of programs to promote the event widely to the community);
- Indicate how much support (financial or in-kind) you are seeking;
- Indicate if there are various levels of sponsorship available (for example Partner, Major, Supporter);
- Present the proposal as an attractive proposition for any potential sponsor (typed and either stapled or bound);
- Try not to make the proposal too long or the person reading it could lose interest; and
- Email or post the proposal, but ensure it is followed up with a telephone call within a week of sending if you have not had a reply.

The most successful sponsorship proposals clearly link the event with the sponsor through identifying common goals. Remember it is usually easier to gain product or in-kind sponsorship than cash, so look at your event carefully and see where savings can be made through this kind of sponsorship.

MAINTAINING SPONSORS

- Keep sponsors informed at all times, particularly of any changes to agreed arrangements (or unforeseen circumstances that affect your event/activity)
- Take care of your sponsors – attend to all their requirements as soon as they are identified – small details are important.
- Be creative, flexible and innovative in sponsorship ideas and sponsor benefits.
- Be aware of developments in the business world and possible ‘opponents’ in seeking sponsorship.
- Remember, post-event reports and “Thank you” to sponsors are essential.

COUNCIL'S ANNUAL GRANTS PROGRAM

The Bathurst Regional Council Grants Program enables Bathurst Regional Council and the community to work together to create a place for all to enjoy and be proud of.

Grant funding is available through six funding areas. Each program has its own eligibility criteria and the criteria are strictly adhered to. These programs are:

1. ClubGRANTS
2. Annual Funding Donations
3. Village Improvement

FOR MORE DETAILS ABOUT THE ANNUAL GRANTS PROGRAM PLEASE VISIT

www.bathurst.nsw.gov.au/council/council/grants-and-donations.html

GRANTS

Funding is an investment and you as the event coordinator need to know your unique selling proposition. Funders are looking for a solution with a positive outcome that is informative of the inputs, outputs and outcomes.

Applications need to answer the questions asked, supported by data within the allocated word limit.

It is recommended that a Statement of Need exercise is completed before you consider applying for a grant. At a minimum you must be able to answer 3 questions:

1. How will the defined population be impacted or different when the project is completed?
2. What documented proof is available to support the need for your project?
3. Who will your project serve?

Depending on the type of event, there are many grants available at a Federal, State and Local level as well as other non-government. Try these websites for some ideas:

Bathurst Regional Council:

bathurst.nsw.gov.au/council/council/grants-and-donations.html

Federal Government Grant Finder:

business.gov.au/grants-and-assistance

State Government Departments:

nsw.gov.au

Australia Council for the Arts:

australiacouncil.gov.au/funding

Destination NSW:

destinationnsw.com.au/tourism

Arts NSW:

arts.nsw.gov.au

Regional Arts NSW:

regionalartsnsw.com.au

Department of Social Services:

dss.gov.au/grants

Foundation for Rural & Regional Renewal:

frr.org.au

Regional Development Australia:

rdacentralwest.org.au/funding/

Indent:

indent.net.au

Our Community:

ourcommunity.com.au

Philanthropy Australia:

philanthropy.org.au

GUIDE NO.14

ways to promote your event

Effective promotion can result in high attendance at your event as well as give it an impressive and lasting profile. There are many ways to promote your event, some examples are listed below.

- **What's On Guide and Visit Bathurst Website** – The Bathurst Visitor Information Centre maintains an annual database and online calendar of events. A monthly “What’s On” brochure is produced and distributed via print and email to a large database, including the media. To list your event visit bathurstregion.com.au/whats-on/add-your-event call the Visitor Information Centre on 1800 68 1000.
- **Websites** – A great promotional tool for your event. Search the internet for any other special interest websites that might fit your type of event (i.e. Destination NSW).
- **Social Media** - One of the most effective ways to promote your event. Consider Facebook, Twitter, Instagram, YouTube, LinkedIn or Pinterest but just remember you need to be relevant and not all platforms will be needed for your event.
- **Street Flags and Banners and Signage** – Please refer to Guide No.4
- **Posters, Flyers and letter box drops** – A great way to target large numbers of people across the Region. Consider walking along the main street with your posters and flyers and asking retailers and businesses to display them in their shop window (it’s a good idea to take sticky tape and blu tack with you). Also consider delivering to schools, shopping centres, gyms and other facilities that attract a wide range of people. You can organise to have your event flyer delivered through Australia Post or private distributors to households and businesses across the City, or if you have some keen volunteers, they can walk around and hand deliver these themselves (just be mindful of mail boxes that request no junk mail).
- **Events Department** – A source of knowledge for your event. Contact them on events@bathurst.nsw.gov.au or phone 02 6333 6111 to discuss how they can help with aspects of your event.
- **Media Releases** – A great way to get media coverage and encourage people to take part in your event. Local media contacts are listed in this guide. Also see Guide 13 for some tips.
- **Group Emails** – An effective tool to market your event to a wide range of people. Maybe start a database of email addresses from committee members or list your events in Club e-newsletters. Please note – “Spamming” is illegal so please make sure you don’t breach privacy laws.
- **Community Service Announcements** – Local radio and television stations offer community groups the opportunity to advertise for free using this service. Community service announcements are also called community diaries. 2BS/ B-Rock have a spot on their website where community groups can add details of events and projects.
- **Community and School Newsletters** - Many communities and almost all schools have newsletters. It is important to note these newsletters may be distributed monthly, fortnightly or weekly, so be aware of their schedule.
- **Word of Mouth** – Still one of the most powerful marketing tools, because it comes with a reliable, credible endorsement. Use meetings to publicise the group and encourage members to spread the word to their family and friends.

GUIDE NO.15

guide for tourism marketing

Unfortunately, even the greatest of ideas very rarely sell themselves, and this is true of great events. An effective marketing strategy that aligns with the region's Destination Management Plan and Tourism Marketing Plan can have a profound effect on the success of your event.

It is important to include marketing strategies aimed at the tourism market when creating your marketing plan. Consider existing tourism strategies and available marketing platforms provided through the Bathurst Visitor Information Centre (BVIC). For more information visit www.bathurstregion.com.au

A number of current and aspirational target markets for Bathurst are identified in the 2018-21 Bathurst Region Tourism Marketing Plan:

CURRENT CUSTOMERS

Research commissioned by Bathurst Regional Council in 2016 found that existing visitor information showed a domestic lifestyle segmentation weighting towards the Wanderers (couple typically aged 54+ seeking primarily observational experiences) and compatriots (family travellers seeking relaxation and with the experience of children a priority).

Geographically Sydney and the Central West of NSW were identified as the key visitor catchments and as the focus for future marketing. Further to this the research noted the professional 'Double Income No Kids' (DINKS) as being especially important to the short breaks market, a primary target market also identified in the 2015 Destination Management Plan.

ASPIRATIONAL MARKETS

Shifting focus from existing to more aspirational markets has the potential to enable stronger growth in the visitor economy. Market research conducted to date suggests that Bathurst should target higher yielding markets particularly the 'Leading Lifestyles', a Roy Morgan Helix Persona community encompassing well-educated high-income families

who are seeking authentic experiences and who are prepared to pay for quality. The most recent research from the Roy Morgan Holiday Tracking Survey reveals that the proportion of Australians planning to take a holiday has increased with domestic travel trending upwards and that the Leading Lifestyles community are the most likely to be travelling.

TACTICAL MARKETS

Research has also consistently identified that CSU alumni form a strong tactical market. The size and clear regional association of this market strongly supports increased collaboration with the University and the development of a specific marketing campaign.

The research also found that Visiting Friends and Relatives (VFR) is an important part of Bathurst's core market and that a focused approach would drive an increase in this relatively affluent target market. Over 30% of visitors to the Bathurst region are known to be visiting friends or relatives and are therefore an important target market. Promotion of your event directly to the local community will encourage family and friends to visit and experience what the Bathurst region has to offer.

The most important take home message when considering your marketing plan is to understand who your visitors are and what it is they are looking for. Travellers to regional NSW, including to events, are increasingly driven by what has become known as the 'Experience Economy'. They are looking for authentic experiences that are unique to an area and

which have high value when shared on social media channels. In considering your marketing to your target market, consider how to make attendees feel they will be an integral part of the overall experience of the event and how they will be able to easily share this experience on their social networks.

GUIDE NO.16

how to write a media release

You do not need to be a trained reporter to write a decent media release if you follow a few basic guidelines.

Format: A media release should be typed, either one and half spaces or double spaced, on plain white A4 paper or letterhead. If you must handwrite the release, print clearly and be particularly careful with names.

Identification: Include your event/committee/ group logo at the top of the release.

Date: Media releases should always be dated. News needs to be current.

Release Information: Always include a line that says "For Immediate Release". It is standard practice to tell the media that this material can be used right now. If you do not want the information released immediately, make sure you clearly state this as "Embargoed" until a certain date or time.

Headline: The main purpose of a headline on a media release is to quickly tell an editor what it is about. It should be short yet informative. If the story is used, the publication will do its own headline.

Length: Try to keep it all on one page, although two pages may be needed for all the information on a major story.

Style: The most important points of a media release should be in the first sentence...the famed "Who", "What", "When" and "Where". In a sense the first sentence, or "lead", should be the "bottom line". Everything after that is an explanation, amplification or attributable quotes.

Paragraphs: Each paragraph should contain only one sentence. Do not break a paragraph at the bottom of a page if your release is more than a page in length.

Other Media Release Style Tips: Add the word "more" on the bottom of a page if the release continues to another page. Generally this is typed flush right. Page numbers and a one or two word reference to the story should appear at the top of each page after the first page for easy recognition by the editor if the pages become separated.

Names Make News: The big secret of all news media is that "names make news". The more names a paper or magazine can print, the better the readership.

Photos are a sure way for more coverage: Most print media companies are happy to receive submitted photos. They need to be of a standard which provides for quality reproduction; high resolution, landscape, JPEG format images are preferred. The key to getting good photographs is to be up close – small figures in the distance will not do. Make sure you identify all persons in the image – so make sure you get names (and where they are positioned in the photo) correct.

Further Information: Ensure you include contact details of the member of your event/ committee/group who will be the contact representative. This information should appear at the end of the release.

Using a Professional: Sometimes it is worth contracting a professional to help target the media on your behalf.

WORKING WITH THE MEDIA – THE DO'S AND DONT'S

- ✓ DO get to know your target media. You'll have a much better chance of securing coverage if you understand your outlets' interest areas, deadlines and house style if you match your material to suit.
- ✓ DO build relationships with key journalists and introduce yourself well before the first pitch. The best media stories rarely come from media releases found languishing on fax machines.
- ✓ DO look for the news in everything you do. Ask yourself: is it new, topical, prominent, relevant or timely? Does it have human interest, conflict or novelty?
- ✓ DO look for opportunities to position yourself as an industry expert or commentator.
- ✓ DO think about visuals. If a print or TV journalist wants an interview, find a good location that positively portrays your event or business. Remember that good visuals can skyrocket a story's news value.
- ✓ DO remember that pitching is like cold calling. Your job is to tell the journalist who you are, what your angle is and why they should care as quickly as possible.
- ✓ DO have your talent confirmed and your media material ready to send before you start pitching. Maintaining momentum is important.
- ✓ DO think beyond the media release. Case studies, opinion pieces, letters to the editor, photo calls and fact sheets are all great opportunities to promote your business or event.
- ✓ DO use colourful language, analogies, metaphors and anecdotes. They are memorable and a great way to cut through the clutter and get your message out.
- ✓ DO find out as much as you can about a journalist and their background before being interviewed.
- ✓ DO thank journalists for their time and interest, even if they don't end up running your story.
- ✗ DON'T expect editorial control or favours. Journalists are not obliged to show you their story before it is published and asking them to do so can raise hackles.
- ✗ DON'T bluff. It's OK to say you don't know the answer to a question. Offer to find out and get back to the journalist before their deadline.
- ✗ DON'T stonewall journalists. 'No comment' is a death sentence – your detractors are ready and waiting to fill the airtime you've just missed out on.
- ✗ DON'T miss deadline or delay responding to media enquiries. It's in your interest to give the media access to your information and messages before they write their story.
- ✗ DON'T use jargon, bureaucratic speak or complex phrasing. Keep your message simple; most media outlets write for the age range of 12-14yrs.
- ✗ DON'T go off the record with a journalist, use profanity or make off-colour remarks. Anything you say at any time is fair game for publication.
- ✗ DON'T threaten a journalist or editor before or after a negative story.
- ✗ DON'T be surprised if you're asked negative questions during an interview. Anticipate them; forewarned is forearmed.
- ✗ DON'T get hung up on rejection when you're pitching – it's not personal.
- ✗ DON'T use the same approach for all media. Recognise their differences and tailor your material and your pitch to suit.
- ✗ DON'T badger a media outlet to run your story. If a journalist has already said no, don't try another one at the same publication. Not only do they share the same news values, they often sit next to each other!
- ✗ DON'T wait for the media to 'discover' your business or event – they may never do. Reach out to media with story leads, photo ideas and expert commentary. Let them know who you are, what you do and how you can help them.

GUIDE NO.17

evaluating your event

Evaluation is an important part of the event management process. It allows constructive criticism and feedback which helps to determine if the event is viable or improve the event in future.

To successfully complete a meaningful evaluation of your event, it is important to firstly set out some objectives to aim for.

Debrief

The size of the event and information you have regarding your audience will determine the evaluation method used but the best option is a quick debrief shortly after the event. A debrief with key members of the committee involved in the event is very useful and effective way to receive feedback about the success of the event. You should also try and receive feedback from caterers, venue staff, other parties involved; i.e. Sponsors and media articles, as they are often useful in the event evaluation.

SURVEY

After an event has finished, it's often tempting to just 'get on with it' and look ahead to your next event, without giving the dedicated time and attention to evaluating the event. Event evaluation surveys are a great tool to gather insightful and valuable information from attendees. You can produce hard copies to hand out or use an online survey provider. Online surveys can compile the results quickly and produce graphs and tables for reporting purposes.

EVENT REPORT

It is recommended that you prepare a post-event report (this may only have to be a one page document, depending on the size and importance of the event). This can assist with managing future events by avoiding mistakes and building on successes. Outline anything that went wrong with the event and state why it went wrong. Recommendations for future events are also important. It is important to address the budget (and particularly any areas of over-spending) in the report. If necessary, highlight areas where additional funds should be sought for future events as well as areas where funds were set aside but not used.

An event report may also need to be prepared for third parties, such as sponsors, of the event. This report should list the event outcomes, such as media coverage, audience attendance and whether the event objectives were met. Details such as internal problems, budget blowouts or negative comments should be omitted from the report where external parties, particularly sponsors, will be viewing the information.

REFERENCE LINKS

point you in the right direction

Guide	Resource
NO 1 - before you begin	<p>Bathurst Regional Council - Events https://www.bathurst.nsw.gov.au/events.html</p> <p>Bathurst Visitor and Information Centre – What’s on https://www.bathurstregion.com.au/whats-on</p> <p>Event Plan Template https://www.bathurst.nsw.gov.au/events-home/event-guide-and-resources.html</p>
NO 2 - Event organisers checklist	<p>Event Application Form https://www.bathurst.nsw.gov.au/events-home/event-guide-and-resources.html</p>
NO 3 - Risk management	<p>Bathurst Regional Council - Events https://www.bathurst.nsw.gov.au/events.html</p> <p>Risk Assessment Worksheet https://www.bathurst.nsw.gov.au/events-home/event-guide-and-resources.html</p> <p>Risk Assessment Matrix https://www.bathurst.nsw.gov.au/events-home/event-guide-and-resources.html</p> <p>Notice of Assembly https://www.bathurst.nsw.gov.au/events-home/event-guide-and-resources.html</p>
NO 4 - Parks and facilities	<p>Bathurst Regional Council – Recreational Facilities https://www.bathurst.nsw.gov.au/community/facilities/recreational-facilities.html</p>
NO 6 - Road closure application checklist	<p>Bathurst Regional Council – Local Traffic Committee https://www.bathurst.nsw.gov.au/community/community_mm/local-traffic-committee.html</p> <p>Roads & Maritime Services – Events Management Guidelines http://www.rms.nsw.gov.au/business-industry/event-management-guidelines/index.html</p> <p>Bathurst Regional Council - Events https://www.bathurst.nsw.gov.au/events.html</p>

	<p>LEMC Notification Template https://www.bathurst.nsw.gov.au/events-home/event-guide-and-resources.html</p> <p>Communication Plan Template https://www.bathurst.nsw.gov.au/events-home/event-guide-and-resources.html</p>
NO 7 - Development applications for events	<p>Bathurst Regional Council – Development Applications https://www.bathurst.nsw.gov.au/building/development-applications/development-types.html</p> <p>State Environmental Planning Policy – Exempt and Complying Development Codes https://www.legislation.nsw.gov.au/#/view/EPI/2008/572/part4a</p>
NO 8 - Food vendors	<p>Bathurst Regional Council – Temporary Food Events https://www.bathurst.nsw.gov.au/business/food/temporary-food-events.html</p> <p>Bathurst Regional Council - Events https://www.bathurst.nsw.gov.au/events.html</p> <p>LPG Checklist https://www.bathurst.nsw.gov.au/events-home/event-guide-and-resources.html</p>
NO 9 - Alcohol checklist	<p>24 Hour Alcohol-Free Zone & Areas https://www.bathurst.nsw.gov.au/community/facilities/parks-and-reserves/alcohol-free.html</p> <p>Liquor and Gaming www.liquorandgaming.nsw.gov.au</p>
NO 10 - Accessibility	<p>Bathurst Regional Council – Disability Inclusion Action Plan: Strategy 3.5 Community Events www.bathurst.nsw.gov.au/community/community_mm/people-with-disability/2747-draft-disability-inclusion-action-plan-2017-2021</p>
NO 11 - Drones	<p>Civil Aviation Safety Authority – Commercial Drone https://www.casa.gov.au/standard-page/commercial-unmanned-flight-remotely-piloted-aircraft-under-2kg</p> <p>Civil Aviation Safety Authority – Licensing https://www.casa.gov.au/aircraft/standard-page/operating-unmanned-aircraft-safely</p> <p>Civil Aviation Safety Authority – ARN Application https://hub.casa.gov.au/content/casa/home.html</p>
NO 13 - Sponsorship and grants	<p>Bathurst Regional Council – Grants and Donations www.bathurst.nsw.gov.au/council/council/grants-and-donations.html</p>
NO 17 - Evaluating your event	<p>Bathurst Regional Council - Events https://www.bathurst.nsw.gov.au/events.html</p> <p>Example Survey https://www.bathurst.nsw.gov.au/events-home/event-guide-and-resources.html</p>

