



POLICY

Adopted: 24th March 2015

Minute No: 055

Amended:

Minute No:

FILE NO: PSC2015-01072

TITLE: EVENTS POLICY

RESPONSIBLE OFFICER: TOURISM & EVENTS COORDINATOR

BACKGROUND

Port Stephens Council (Council) recognises the economic and social benefits that events provide the community. Not only do events provide a benefit to the local community, businesses and visitors, Council also recognises the important role it plays in ensuring these events are conducted in a safe and environmentally sustainable way.

The development of the viable and prosperous events industry is important to the long term sustainability of the Port Stephens economy and as such requires clear framework and guidelines to manage the assessment, approval and delivery of events in the region.

OBJECTIVE

The objective of this policy is to state Council's position around the attraction, facilitation and delivery of events held on Council owned and managed land, and to provide a framework of key principles used to guide decision making.

PRINCIPLES

The following principles will guide our consideration and decision making around the facilitation of appropriate events across the local government area.

- 1) Council's approach to the assessment, approval and delivery of events on Council owned and managed land will reflect its vision of ensuring 'A great lifestyle in a treasured environment' for the community as a whole.
- 2) Events are recognised for the valuable contribution they make to the vibrancy and culture of the Port Stephens community.
- 3) The use of public space for events is balanced against the community's right to access to parks and open space for the purposes of recreation.

- 4) Council encourages events that offer the potential to showcase Port Stephens as a tourism destination, or the potential to encourage economic growth for and through tourism.
- 5) Council encourages events that offer the potential to activate communities across the wider local government area, or to grow local businesses and industries.
- 6) Council encourages events that support the development of the Port Stephens community, that build the capacity of people, that foster local talent, or recognise artistic and cultural strengths evident within the local government area.
- 7) Event approvals are provided on a per-event basis. Multi-year or recurring events may require separate approval prior to each event being held.
- 8) Events are approved on the proviso they do not negatively or adversely affect existing local traders, core users of sporting facilities, or other planned or approved events as judged by the Council.
- 9) Council's support for events is strategic in nature with procurement of events only undertaken where there is considered at net benefit to Council.
- 10) Council will actively seek to attract events outside of the peak tourist season (December – February) in an effort to support existing industry and develop year-long visitor and tourist product throughout the community.
- 11) Council reserves the right to support low impact events run by community or not for profit groups through the application of a special fee-free category.
- 12) Council will assess event applications in accordance with these principles and the criteria set out in its Event Guidelines.

POLICY STATEMENT

Port Stephens Council will actively pursue and facilitate events that provide economic and community benefit, enhance our local culture and ensure the safety of people and place. The success of this policy will be measured by the number of events approved per annum, the economic benefit provided, the reduction (or elimination) in the incidence of non-compliant events.

This policy applies to all outdoor events in Port Stephens whether they are public or privately managed. It applies to all applications from bodies or individuals (external to Council) for events held on Council owned and managed outdoor space and public reserves, with the exception of the following:

- Community sporting club activities (competition games, training, gala days & presentation days) at sporting facilities, or casual sporting use of sportsgrounds consistent with the purpose of the facility (governed by and defined within the Sports Facility User Agreements)
- Activities deemed as commercial operations (e.g. Personal trainers)
- Regular Markets
- Footway Dining
- Busking, collections, raffles or other fundraising activities
- Events that exceed 52 days in one calendar year

RELATED POLICIES

- Community and Cultural Markets Policy
- Advertising signs Policy
- Alcohol in Parks and Reserves Policy
- Mobile Food Vending Vehicle Policy
- Temporary Structures on Footways Policy
- Corporate Sponsorship Policy
- Sports Ground Generic Plan of Management
- Pricing Policy
- Event and Activity Procedure

SUSTAINABILITY IMPLICATIONS

SOCIAL IMPLICATIONS

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

ECONOMIC IMPLICATIONS

The attraction, procurement and facilitation of events has become an important way for Council to support and encourage local economic development, leading to infrastructure and facility improvements. Events held on sporting facilities have also historically provided an income stream to Council's sports councils which is diverted through the sports councils for investment back into those facilities. This practice will continue under this policy via cooperation between the sports councils, Tourism & Events, and Community & Recreation units.

ENVIRONMENTAL IMPLICATIONS

Poorly managed events can result in significant environmental harm. Council has an important role in identifying opportunities, providing support and resources to ensure events are conducted in a safe and environmentally sustainable way.

RELEVANT LEGISLATIVE PROVISIONS

- Port Stephens Local Environmental Plan 2013
- Local Government Act 1993
- Roads Act 1993
- Food Act 2010

IMPLEMENTATION RESPONSIBILITY

Tourism and Event Coordinator

PROCESS OWNER

Communications Section Manager

REVIEW DATE

March 2017