



Greater
Hume
Council



Greater Hume Events Guide

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Document Information

CORP - Greater Hume Events Guide

Disclaimer

The information contained in the “Greater Hume Events Guide” is of a general nature and has been provided solely on the basis that users will be responsible for making their own assessment, having regard to their own circumstances, needs and requirements.

Greater Hume Council endeavours to provide up to date information and guidance for your use, it may be open to misunderstanding and misinterpretation. Consequently you should seek independent advice where necessary.

Greater Hume Council disclaims any liability associated with, or arising from the use or incorporation of the information in this booklet.

Welcome to Wiradjuri Country

Greater Hume Council acknowledges that this is the traditional lands of the Wiradjuri people, and we pay our respects to elders both past and present.

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Introduction

Greater Hume Council welcomes you to the Greater Hume Events Guide.

Events provide many benefits for our local community ranging from economic and tourism opportunities, fundraising for local groups, celebrations recognising culture and heritage and the social experience of volunteering. This guide has been developed to help you effectively plan and coordinate your event in partnership with Greater Hume Council, and includes planning tools that will assist to create a positive impact.

These planning tools will assist organisers with:

- Selecting an appropriate event location.
- Ensure consistent planning and assessment across all Greater Hume Council events.
- Coordinate with departments of Council in a clear and concise manner.
- Provide information regarding management of events.
- Assist members of our community to coordinate successful events.
- Provide all documentation required for approvals and to comply with the legal responsibilities necessary to run your event.

Greater Hume's location and facilities offer diverse opportunities for a wide range of events. Our communities are well positioned within the accessible proximity of the regional cities of Albury/Wodonga and Wagga Wagga providing a relaxed country lifestyle with many passionate community members and groups offering strong volunteering and community involvement skills.

A "Great" Idea

Once a community group or individual has determined that a goal can be achieved through conducting an event it is important to consider the following aspects:

- Seek the assistance of other people, organisations or community groups with appropriate skills.
- Brainstorm creative ideas to identify "How" you are going to achieve your goal.
- Identify key stakeholders who will provide valuable assistance with choices such as the event name, theme, activities, promotional activities and other important components.
- Other groups who could assist you are:
 - Nearby car clubs providing "Show and Shine" car events.
 - The photography group and/or teacher at the local school to participate in a photo exhibition.
 - Asking local service clubs such as Lions or Rotary to assist with events supporting charitable causes.
 - Seeking assistance from Council regarding events that may have a benefit to Greater Hume.
 - Involving local businesses in an event in the main street or a town/village promotion.

Planning

To achieve a successful event, organisers need to have a significant level of responsibility and an obligation to the public as much as the participants for their health and safety. Event management can be time consuming and resource intensive and it is therefore important that suitable planning and preparation is undertaken prior to the occurrence of any event.

The following questions should be asked by event organisers prior to planning an event:

- What is the event aiming to achieve?
- Is there a simpler alternative that may provide the same outcome?
- Who will be the event organiser and who will participate?
- Where and when will the event be held?
- What activities would be included?
- Do you have the infrastructure, resources and personnel available to make this event a success?
- Have you prepared a budget and considered costs such as insurance, facilities and equipment hire, traffic control, wages and entertainment?
- What approvals may be required?
- Is there sufficient lead time to allow for approvals such as the booking of venues and performers, grants/funding/sponsors, research and marketing, traffic management plans etc?

The Event Planning Checklist is designed to organise and hold an event within Greater Hume Council.

Go to page 55 for an example.

Timing

When considering an appropriate date for your event, there are a number of key issues:

- Lead Time** Six months is an ideal lead time.
- Research** Go to Greater Hume Council Events Calendar on the website www.greaterhume.nsw.gov.au to ensure your date does not conflict with other events.
- Competition** Consider events on the same or nearby dates, similar types (including sporting events) and location of events.
- Climate** Weather conditions could impact your event. What considerations need to be made eg relocation of event on a wet day.
- Peak Periods** Advantages and disadvantages of holding events on public holidays or school holidays.
- Bookings** Availability of facilities or location, volunteers and any required equipment.
- Approvals** Ensure there is sufficient lead time to acquire relative approvals.

Roles and Responsibilities

A successful event requires many roles with clear responsibilities outlined to all involved.

Event Organiser

A primary consideration is to determine who holds the responsibility for the event. It is necessary to nominate an Event Coordinator as the organiser and define who they are representing, whether it is an individual, group or committee. The Event Coordinator will be the lead responsibility for planning, arranging and delegating requirements for the event and for the arrangement of public liability insurance.

The Event Coordinator will be responsible for completing the necessary approvals required to hold an event.

Including;

- Event Notification and Application Form
- Risk Management Forms
- Casual Hire of Council Facilities Application
- various other forms listed in this guide relating to different aspects of the Event.

For event approval Greater Hume Council will require an Event Notification and Application Form.

Go to page 45 to obtain this document.

Greater Hume Council

Here are the levels which Council may be involved in an event.

- Events initiated, managed and only involving Council - Council holds complete responsibility for the event.
- 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.
- Council is a participant but not the main organiser - Council is only responsible for a defined role with the community group or individual organising the event providing overall responsibility.
- Council is the venue owner – Council's responsibility is to ensure the venue is safe, suitable for the purpose and to the set terms of condition of use.
- Council is the approval authority - Council performs a regulatory function only.

Event Accessibility

When organising an event, whether it's a meeting, conference, festival or party, there are a few small considerations to ensure it can be enjoyed by everybody. The information below is an overview of considerations that should be made to accommodate people with a 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.

Choosing a venue

- Ensure entrances, lifts, ramps and corridor widths comply with Australian Standards.
- Ensure automatic doors at entrances 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 transport (including public).
- Make sure your venue understands the laws surrounding service animals in Australia (the law says that people must not discriminate against anyone because they have a guide dog, or because they need particular equipment or assistance from another person because of their disability. For example, they may need equipment or assistance for mobility, or to read or interpret information).
- Check that the acoustics of the venue are adequate, and that noise from external sources (traffic, crowds, other events, etc) do not interfere.

Marketing and communications

- Written material should be available in alternative formats, as required, before and after the event (eg Braille, large print, audio, electronic).
- Signage, presentations and written material should have accessible contrast levels.
- Make written material available in plain English/Easy English alternatives.

Invitations

- 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 are unsure, consult Media Access Australia. If physical invitations are provided, ensure attendees can easily access accessible digital versions.
- Ensure that guests and participants can register for the event in a range of ways, including by telephone, by 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.

Event Planning Checklist.

Go to page 55 to obtain this document.

Wayfinding

- Ensure that your event venue is accessible. Is there level access? Do signs and elevators have Braille signage? Are there sufficient Tactile Ground Surface Indicators?
- Wayfinding materials should be simple and easy to read (clear directions, appropriate signage).
- The Master of Ceremonies 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.

Event Accessibility Continued

Room arrangement

- 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 which 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

- 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, 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

- 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

- Provide a variety of meal options and include items that are easy to eat. This includes foods that are not messy, and food 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 (eg vegetarian, gluten free, etc) are clearly labelled and easily accessible.

Event Planning Checklist.

Go to page 55 to obtain this document.

Location

Booking a Council Venue

Council owned venues are made available to the community and private organisations subject to availability. Bookings for Council operated venues can be arranged by contacting Council and a Casual Hire of Council Facilities Application must be completed. Consider when booking a venue requirements such as lighting, toilets, traffic, parking, electricity, garbage and ease of access. These factors may determine which venue is suitable. A list of Council Facilities is available on page 37.

Causal Hire of Council Facilities Application for Council operated venues, parks, gardens, reserves and open spaces.

Go to page 45 to obtain this document.

Site Plan

A site plan displaying the entrances, exits and facilities can provide valuable assistance with the following requirements:

- Applying to Council for permission to stage the event.
- Applying to government agencies and other regulatory authorities for special licences and approvals.
- Identifying potential risks and safety requirements.
- Providing information for emergency services eg location of potential hazards, emergency vehicle access, etc.
- Considering crowd management.

A site plan request is included in the Event Notification and Application Form.

Go to page 45 to obtain this document.

Parking

Where possible onsite parking should be available to reduce the demand in nearby streets. Offsite parking areas should not be in locations which result in large numbers of people walking through residential areas. Promotional and advertising material should advise of the locations of public car parks and nearby available parking and also encourage the use of transport services where they are available. A Traffic Management Plan and Traffic Marshals may be required to ensure safe and efficient movement and parking of vehicles if the event is located on a public road (including road closures).

Environment

Consider the impact your event will have on the environment at your chosen location and how the environment will serve your event.

Weather

The impact of weather will depend on the activities you are coordinating, these should be included in the Risk Assessment.

The Committee should also have in place arrangements to deal with conditions such as:

- **Heat** - provision of shelter and shade, water, first aid, sunscreen and mosquito repellent.
- **Wind** - provision of shelter, structures and dangerous items need to be secure.
- **Rain** - provision of shelter, sufficient site drainage and protection of leads and wiring.
- **Hail** - provision of shelter.
- **Cold** - provision of shelter and warmth.

In the case of extreme weather or upon advice from Police, State Emergency Services or Rural Fire Service it may be necessary to cancel or postpone the event to ensure the safety and security of those present. See also Cancellation on page 31.

Location Continued

Toilets and Amenities

Adequate toilet facilities must be provided for the duration of the event. Facilities for people with disabilities should be provided and baby change/parenting facilities and sanitary requirements should be considered and if required provide portable toilets. If your event requires an Application for Development/Construction, details of existing and additional facilities should be included.

Garbage/Recycling

Events can generate large amounts of waste. Adequate garbage and recycling facilities must be provided and catered for where attendees are greater than the normal number using the venue. A Waste Management Plan may be required. Council can make arrangements for additional garbage bins for events at a cost, contact Greater Hume Council. Council encourages the use of recyclable food containers and drink bottles.

Noise

It is illegal for offensive noise to emanate from a public place so it is important to carefully consider the following impacts:

- Noise may be a concern to residents living in the vicinity of the venues and can significantly reduce residents' enjoyment of their home and neighbourhood.
- The ability to adjust noise levels immediately (if there is a noise complaint or a request from authorities) as the Event Organiser may be issued with a warning or fine.
- Protection for staff and volunteers working in noisy areas.
- Dependant on the equipment utilised, qualified sound/audio technicians might be required.
- Noise requirements may vary from event to event.

Air Quality

Due to dust issues, sealed and grassed areas are preferable for many events. Suppression methods such as watering may be required during the event to reduce issues associated with dust. The use of aircraft including hot air balloons, helicopters, planes etc is regulated by CASA Air Services. Most aviation companies would hold a certificate from CASA to operate aircraft in the commercial environment and therefore would be familiar with the process with which to obtain any necessary approvals. Contact CASA, email southern.region@casa.gov.au or telephone 131 757 (a free national call number).

Any fireworks must be carried out by an accredited technician licensed by WorkCover and a WorkCover permit is required. Council and the Police are to be notified and approval will be required for any fireworks on public lands. In assessing the fireworks application Council will consider potential issues to the area, such as noise disturbances and distress to animals. Go to Fireworks section on page 14.

When selecting a location you need to also consider hiring costs, weather conditions, number of people attending and site suitability and safety.

Protocols

Aboriginal Cultural Protocols and Practices

The traditional owners of the area of Greater Hume are the Wiradjuri people. Aboriginal people are the original owners of the land and it is important that this special position of Aboriginal people is recognised and incorporated into official protocol to enable the wider community to share in Aboriginal culture and facilitate better relationships between Aboriginal people and the general community.

By incorporating Aboriginal cultural practices/ ceremonies into official events we are able to:

- Recognise and pay respect to Aboriginal peoples, cultures and heritage.
- Communicate Aboriginal cultural practices to the broader community to promote respect and understanding.
- Demonstrate that Aboriginal cultures are living through maintenance and practice of ceremonies and protocols.
- Demonstrate recognition of Aboriginal peoples unique position which can assist in building relationships and partnerships.

The type of ceremony undertaken at an official event should be appropriate to the nature and size of each event in accordance with the procedures set out below and negotiations with local Aboriginal Elders and organisations. The planning timetable of official events should allow time for negotiations with Aboriginal communities as well as discussion and decision making within those communities.

When planning a major official event, you should consult with a number of organisations to plan and organise ceremonies. These organisations include; the Local Aboriginal Land Council, other regional Aboriginal representative or advisory structures, Native Title Services NSW, NSW Aboriginal Land Council and/or Aboriginal Affairs NSW. These organisations can provide specific information on:

- Appropriate ceremonies and performances.
- Aboriginal Elders and communities who should be contacted.
- Contacts for Aboriginal cultural practice provider.

As a minimum requirement, an Acknowledgement of Country ceremony should be undertaken. A protocol for the ceremony is provided below. At events at which flags are shown, the order of display, from an audience perspective from left to right, the Australian flag, the NSW flag, the Aboriginal flag and the Torres Strait Islander flag. Communities are encouraged to be innovative in recognising Aboriginal heritage. Other ceremonies or practices may also be undertaken as considered appropriate by Aboriginal people, including dances and performances.

Welcome to Country

The Welcome to Country ceremony should, where possible, be undertaken by Elders, locally recognised Aboriginal community spokesperson or locally recognised cultural service provider. There is no exact wording when Welcoming to Country. As such, the content of the ceremony should be negotiated between the agency and the provider with reference to the nature of the event and community practices. Generally, providers offer participants local Aboriginal history and cultural information and will go on to welcome the delegates to the country.

Acknowledgement of Country

An Acknowledgment of Country is a way that non-Aboriginal people can show respect for Aboriginal and Torres Strait Islander heritage and the ongoing relationship of traditional owners with the land. A Chair or Speaker begins the meeting by acknowledging that the meeting is taking place in the country of the traditional owners. On occasion, there may be disputes about who the traditional owners are. Those who acknowledge the country, can 'acknowledge all the traditional owners of the land' or can 'acknowledge the traditional owners of this land' without naming those people. Acknowledging Country in this way will not cause offence where there is some potential or actual dispute around ownership.

Typical Acknowledgement of Country statements can include:

I would like to acknowledge that this meeting is being held on the traditional lands of the (appropriate group) people.

I would like to acknowledge that this meeting is being held on Aboriginal land and recognise the strength, resilience and capacity of Aboriginal people in this land.

Protocols Continued

Smoking Ceremony

Smoking ceremonies are conducted by Aboriginal people with specialized cultural knowledge. The ceremony aims to cleanse the space in which the ceremony takes place. Given the significant nature of the ceremony, smoking ceremonies are usually only performed at major events. In providing cultural services such as Welcome to Country, artistic performances and ceremonies Aboriginal people are using their intellectual property, therefore these services should be appropriately remunerated, this should be negotiated between the cultural service provider and the agency, considering travel to and from and public profile of the event.

Contact Aboriginal Affairs NSW for information:

Level 6, 201 Coward Street Mascot NSW 2020
Po Box 207, Mascot NSW 1460
Phone: 1800 019 998 Fax: 02 8362 6688
Email: enquiries@aboriginalaffairs.nsw.gov.au

Inviting Officials and VIPS

It is important that you forward any invitations and address relevant officials/VIP's to the event in plenty of time. Most of these people book their schedule well in advance and Event Organisers may be disappointed if this causes them to miss the opportunity to attend. An official/VIP is best booked directly by the Event Organisers in writing to the person. To book the Mayor, a Councillor or the General Manager of Greater Hume Council you will need to forward your request to Council in writing as early as possible prior to your event, preferably up to 90 days before the proposed event date.

Federal Member for Farrer, Minister for the Environment
Ms Sussan Ley
Ph: 1300 303 203 Toll Free (inside Farrer)
Albury Electorate office:
517 Kiewa St (PO Box 672), Albury NSW
2640 P 02 6021 3264
Facebook: www.facebook.com/SussanLeyMP
Twitter: www.twitter.com/SussanLey

NSW Member for Albury
Mr Justin Clancy
612 Dean Street, Albury NSW 2640
P 02 6021 3042
E albury@parliament.nsw.gov.au

Mayor, Greater Hume Council
Cr Tony Quinn
39 Young Street (PO Box 99), Holbrook NSW 2644
P 0429 674 933
E tquinn@greaterhume.nsw.gov.au

Deputy Mayor, Greater Hume Council
Cr Annette Schilg
39 Young Street (PO Box 99), Holbrook NSW
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P 0429 906 401
E aschilg@greaterhume.nsw.gov.au

General Manager, Greater Hume Council
Ms Evelyn Arnold
39 Young Street (PO Box 99), Holbrook
NSW 2644
P 02 6036 0100
E earnold@greaterhume.nsw.gov.au

Personnel numbers and the roles they will perform should be considered when planning your event.

Human Resources

Volunteers and Workers

It is important to ensure you have sufficient personnel to assist in the organisation and running of your event in a safe manner, volunteers can also provide invaluable assistance. Partnering with local clubs and organisations is a great way to obtain volunteer assistance and this in turn provides a community sense of inclusiveness. Local sporting clubs and service clubs such as Lions and Rotary can often be a source of voluntary assistance.

A volunteer is defined as a person that undertakes an activity where the intent is to provide a tangible benefit without any expectation or entitlement to personal remuneration. Professional advice should be sought during the process of arranging insurance for your event to ensure that volunteer activity is covered should an incident or loss occur. If paid staff or contractors are required at your event it is important to consider insurance such as workers compensation and understand other requirements that may apply in the process of their employment. All staff and volunteers are required to comply with the NSW Work Health and Safety Act 2017 and therefore event organisers have a duty of care to ensure that they are working in a safe environment.

All personnel should be inducted to ensure they are aware of their responsibilities, the activities being undertaken and relevant safety requirements. In some instances additional checks may be required such as Working with Children Check, Police Check and References. For further information regarding Working with Children Checks visit www.kidsguardian.nsw.gov.au or call 02 9286 7219.

As the organiser of the event you are responsible to ensure that the participants are familiar with the site and a pre-event induction should be undertaken to ensure the safety of workers and volunteers. A volunteer sign on/off sheet is recommended and can assist to ensure that all workers are addressed.

To obtain a Volunteer Attendance Registration Form.

Go to page 45 to obtain this document.

For any volunteers acting on behalf of Council, for example, where Council (or a Committee of Council) is a participant or the primary organiser of the event, Council's volunteer guidelines and policy should be adhered to. A copy of Council's Volunteer Policy and the Volunteer Guidelines is available on Council's website under Management Committees of Council (355). Most importantly don't forget to thank and acknowledge the contribution of your volunteer workforce.

Stewards/Marshals

Event Organiser's may require people with particular expertise to deal with situations that might arise. The number of stewards and marshals required will depend on several factors such as if the event is indoors or outdoors, how many children are likely to attend, the time, the weather and so on. Smaller events may use helpers and volunteers as stewards, while major events will often need professional stewards hired for the occasion. All stewards must be properly trained and briefed.

Accreditation/Role Recognition

It is important for the Event Organiser to be able to clearly and quickly identify authorised personnel, ensuring members of the public are not in high-risk areas eg money collection and food preparation areas, places where hazardous materials are accessible and so on. Identifying authorised personnel through "accreditation" can be simple or complex depending on the nature of your event.

Some ways of accrediting authorised personnel include:

- Authorised staff, volunteers, suppliers and contractors, wearing coloured t-shirts or hats, with an organisational logo.
- Providing staff/volunteers/suppliers/contractors/media with colour-coded identification tags that are worn around the neck or at the wrist and are visible at all times.
- Coding clothing or tags according to the areas the staff/volunteers are allowed to access.

Physical Resources

The Event Organiser will also need to consider how to ensure that non-accredited people do not access restricted areas and if by chance they do, how they will be removed from these areas. Measures for restricting access could include fencing, using security guards, briefing staff and volunteers and using signage. Structural and equipment requirements for the activities that will occur at your event will determine the physical resources that you may need to locate, contract, hire or purchase.

Structures

Before building or installing any structures at the event, permission from the venue or landowner will need to be sought. Depending on the structure, the Event Organiser may, in some instances, also be required to lodge a Application for Development/ Construction with Council or provide certification by an accredited engineer.

To obtain an Application for Development/ Construction.

Go to page 45 to obtain this document.

For safety reasons you should engage the services of an expert to build any structures. Structures might include:

- Staging.
- Amusement rides.
- Lighting rigs.
- Marquees.
- Stalls.
- Information booths.

Equipment

Various items of equipment may be required including tables and chairs, public address and sound equipment, catering equipment or other specific equipment dependant on the nature of your event. Creating an equipment list at an early stage is important to establish whether hire may be required and to determine availability. You should also consider the provision of equipment with those that are providing services such as entertainment and catering.

Banners/Signage

Signage/banners may be required to display information such as:

- Parking/no parking areas.
- Toilets.
- First aid.
- Entrances and exits.
- Venue maps.

If liquor is being sold the Event Organiser will be required to display a number of signs under the liquor laws eg the statutory notice stating the offence of supplying liquor to a minor.

Compliance with the Environmental Planning and Assessment Act regulations on erecting signage is required. Under the Local Government Act 1993 approval is required to erect a banner over a street. In addition, to erect a sign on a road governed by Transport NSW, approval from both Council and Transport NSW will be required, go to Traffic Management Plan on page 29.

Use of Council Plant

Council permits the use of Council owned plant being used on community projects out of hours at no cost providing the community organisations negotiate with a regular Council operator to volunteer their time.

Plant which falls into this 'community use' category includes:

- Graders.
- Front-end loaders.
- Backhoes.
- Trucks, etc.

The approval of Director Engineering or Manager Works is required prior to use.

To obtain a Use of Council Plant for Community Projects Application form.

Go to page 45 to obtain this document.

Approvals

If your event falls under any level of Council ownership, approval is required from Council and in addition there may be multiple approvals from other Government Departments required dependant on the nature of your event. Under the provisions of the Local Government Act 1993, approval may be required for all or part of the event, even if the event is a “one off”.

Council

Approval lodged 30 days prior to event.

Council approval is required for all events with any level of Council involvement. An Event Notification and Application Form should be completed and forwarded with any other required documentation. **A minimum of 30 days is essential to ensure that Council’s insurers have been notified where necessary and an increased lead time may be applicable dependant on other approvals should they also be required.**

To obtain a Event Notification and Application Form.

Go to page 45 to obtain this document.

Traffic Control/Road Closures

Approval lodged 90 days prior to event.

Should your event have the potential to have an impact on traffic then approval of a Transport Management Plan will be necessary. Full details regarding approvals for events with traffic implications can be found in the Traffic Management Section go to page 29. **Note that events with traffic implications should be advised to Council at least 90 days prior to the event.**

Application for Development/Construction

Approval lodged 90 days prior to event.

The holding of an event may require the lodgement of an Application for Development/Construction to Council. Some examples of situations where an application may be required:

- Large events being held on a property not normally used for the same purpose of the event.
- Large recurrent events likely to continue over a number of years on the same property.

- Where the event may produce a significant traffic impact.
- Locations where potentially hazardous food may be sold.
- Events where fixed facilities may need to be erected (eg toilet blocks).
- Potential for significant noise impacts (eg racetracks).

If you believe that your event may require the lodgement of a Application for Development/ Construction please contact Council for further information allowing a period of at least 90 days to ensure adequate processing and notification to nearby residents should this be required.

To obtain an Application for Development/ Construction.

Go to page 45 to obtain this document.

Alcohol

Approval lodged 60 days prior to event.

Events may be alcohol free, Bring Your Own (BYO) or alcohol may be available for sale at the event. If alcohol is permitted at the event, either BYO or licenced, the following may be required:

- Licensing by the Independent Liquor and Gaming Authority. Information regarding licence types and the approval process can be obtained by visiting the Service NSW website. The type of licence will determine the lead time required for a liquor licence application which may be up to 60 days prior to the event.
- RSA/RCG Training for bar staff. Persons serving alcohol are required to hold valid Responsible Service of Alcohol (RSA) certification. RSA Cards should be on their person at the venue when serving alcohol. A Responsible Conduct of Gambling (RCG) Certificate may also be required in certain venues.
- Harm minimisation course.
- Alcohol Serving and Consuming Plan.

Refer to Liquor and Gaming NSW website for more details,

www.liquorandgaming.nsw.gov.au.

Approvals Continued

Fundraising for Charity

Approval lodged 14 days prior to event.

Where fundraising is for a charitable purpose a charitable fundraising authority may be required. Further information regarding charitable fundraising is available from the Service NSW website. All fundraising activities in public places require prior approval from Council and the following conditions apply:

- Council will only consider applications for street stalls and fundraising activities from local not-for-profit organisations, local charitable institutions or local sporting clubs or associations located within the Greater Hume Council area.
 - **Approval will not be given to commercial organisations or individuals whose express purpose is for profit or personal gain – 100% of funds collected must go to the community/charitable organisation. At Council's request, applicants must provide details that clearly show who will benefit from the proceeds of the fundraising activity.**
 - Applications for fundraising activities shall be submitted on Council's Casual Hire of Council Facilities form **at least 14 days prior to the proposed date of the activity** and must indicate the times required.
 - Applications for other fundraising activities eg door knock appeals, will be considered on application and may be approved by the General Manager provided the proposed activity is consistent with Council policy.
 - Collectors for charitable collections shall wear appropriate identification indicating the organisation they represent and must make documentation available for inspection at any time.
 - A permit may be cancelled by Council on receipt of complaints regarding the conduct of stall holders or collectors.
 - All users using a public footpath must hold a current Public Liability insurance policy for a minimum value of \$20,000,000 which notes Greater Hume Council as an interested party. Each user group must ensure that it remains current for the duration of the nominated term use. A copy of your Certificate of Currency must be provided with your application. Use of footpaths is not covered under Councils Casual Hirer Insurance.
- Fundraising activities will be limited to each Thursday, Friday and Saturday. Each organisation shall be granted five (5) street stall bookings in one calendar year for either raffle sales and/or the sale of products. **Further stalls may be granted if the dates requested are available and may be booked no more than 14 days in advance.**
 - If displaying a vehicle to be raffled or displaying a raffle prize on a vehicle or trailer, the vehicle or trailer must be registered.
 - Permission should be obtained from the relevant shop owner/s prior to setting up display stands, tables etc outside their business premises.
 - A street stall display shall be located to ensure that minimum of 1.8 metres width from the kerb line of the footpath is left available for pedestrian traffic.
 - No amplified speech or noise is to be used for fundraising activities.
 - Council prohibits alcohol being brought onto the site, distributed or consumed at the site.

Security

Approval lodged time will depend on type of event.

Some parks, streets and reserves may be subject to restrictions on the consumption of alcohol. To obtain information on restrictions or to apply for permission to consume or provide alcohol in a restricted area, contact Greater Hume Council, Engineering Department on 02 6036 0100. If alcohol is being sold you will be required to display a number of signs under the liquor laws. Underage drinking can be a concern at many events where alcohol is permitted and will not be tolerated. Further information and strategies for minimising underage drinking at your event can be obtained by contacting your local Police Station (go to Emergency Services Contact Details on page 34).

Approvals Continued

Amusement Devices

Approval lodged 30 days prior to the event.

Depending on the device, approval may be required from Council under the Local Government Act 1993. Inspection of applicable devices will be undertaken by Council's Rangers and further information regarding the approval of amusement devices can be provided by Council's Department of Environment and Planning. The following details are to be submitted with the application of approval:

- Registration details of the device under NSW Work Health and Safety Regulation 2011.
- Public Liability Insurance to the value of \$20 million.
- A risk assessment.

Street Stalls/Market Stalls

Approval lodged 30 days prior to the event.

There are special requirements for markets and street stalls held on land owned or managed by Greater Hume Council. A Casual Hire of Council Facilities Application or Market/Stall Holder Application Form should be completed. A Risk Assessment should also be completed and include all safety requirements applicable to market stall holders.

To obtain a Casual Hire of Council Facilities Application, Market/Stall Holder Application Form or Risk Assessment.

Go to page 40 to obtain these documents.

Food Stalls/Mobile Food Vans/Temporary Stalls

Approval lodged time will depend on type of event.

Food businesses selling at temporary events and mobile food vendors need to notify the Food Authority NSW (via Service NSW website) of their food business and activity details. A copy of this notification form should then be forwarded to Council for their records. Event Organisers have the responsibility for notifying Council that food vendors will be operating at their event.

Fireworks

Approval lodged 14 days prior to the event.

It is illegal to operate fireworks in NSW without a permit from Safework NSW. You must apply for the permit from Service NSW, Fireworks Display Notification at least 14 days before the event. The supplier or operator of the fireworks must also hold an appropriate licence from SafeWork NSW. Fireworks are not permitted on a day of Total Fire Ban. If fireworks are planned for your event, you are also required to advise the following organisations:

- Council at least 14 days before the event.
- NSW Rural Fire Service (Local Fire Brigade) at least two days before the event via QR Code.



- Local Police at least two days before the event.

You are also required to seek written approval from:

- The land or property owner where the display will be carried out.
- Any neighbours who may be affected by the fireworks display.

It is necessary to ensure that the Committee keeps a copy of your permits and approvals available at the event and also for future reference. Detailed guidelines in relation to fireworks are available at www.safework.nsw.gov.au. In addition, the display of fireworks at an event can result in the dispersal of a considerable amount of litter and consideration should be given to the removal of waste at the conclusion of the display.

Approvals Continued

Copyright

Approval lodged 7 days prior to the event.

If the event includes live or pre-recorded music (either a recording or music video) and that music is protected by copyright, you will need to obtain a licence at least 84 hours prior to the event. If there is live music only, the event will require a licence from the Australasian Performing Right Association (APRA). Recorded music (either a recording or music video) is protected by two types of copyright. The use of recorded music at the event will need the Event Organiser to obtain a license from both APRA and the Phonographic Performance Company of Australia (PPCA).

Food and Drink

The provision of food and drink are important elements to ensure a safe and enjoyable experience at your event. The minimum requirements for the safe handling of food are outlined on the Food Standards Australia/New Zealand website at www.foodstandards.gov.au. Mobile food vendors and other businesses that sell food to the public at temporary events, such as fairs, festivals, markets and shows are considered retail food businesses and need to meet a range of requirements. These food businesses need to notify the NSW Food Authority of their food business and activity details. A copy of this notification form should then be forwarded to Council for their records. Notification can be processed online at Service NSW, NSW Food Authority or a paper form, available directly from the NSW Food Authority on 1300 552 406, can be submitted and a processing charge may apply. Event Organisers are responsible for notifying Council that food vendors will be operating at their event.

Charities, Groups and Volunteers

The NSW Food Authority and NSW Government recognise the valuable work undertaken by charities, organisations and volunteers when selling or donating food for charitable purposes, such as:

- Making food for volunteer fire fighters during a bushfire.
- A free sausage-sizzle for junior soccer players.
- School fetes.
- A lamington drive to raise money for the victims of a natural disaster.
- Selling chocolates to raise money for the Red Cross.

Donating food in these circumstances is not regulated by the NSW Food Authority, nor does the Authority require these organisations to notify their charitable activities, provided that the food does not pose a possible health risk or is eaten immediately after thorough cooking. People who are preparing food to be sold to raise money for charitable purposes do not require formal cooking or food handling skills, provided the food does not pose a possible health risk or is eaten immediately after thorough cooking. They should have practical skills and knowledge appropriate to the type of food they are preparing to protect public health.

Comply with Food Standards

Temporary food stalls and mobile food vendors need to practice safe food handling and preparation and must meet standards outlined in the Australian New Zealand Food Standards Code. Further information including guidelines and checklists are available for both temporary food stall operators and mobile food vendors from the NSW Food Authority website.

Appoint a Food Safety Supervisor

Food businesses operating mobile food vending vehicles may need to appoint a Food Safety Supervisor (FSS), if the food they prepare and serve is ready-to-eat, potentially hazardous (i.e. needs temperature control) and NOT sold and served in the supplier's original package. The business needs to ensure an FSS is appointed and the FSS Certificate is available in the vehicle before commencement of operation. Please see the Food Safety Supervisor's section of the NSW Food Authority website, www.foodauthority.nsw.gov.au, for information on how to obtain a certificate.

Food and Drink Continued

Inspections

The inspection of retail food businesses trading at temporary events and mobile food vending vehicles are conducted by Council's Environmental Health Officers who are authorised officers under the Public Health Act. They check that good food safety practices are in place, such as temperature control, cleanliness, hand washing and labelling. Councils adopt a risk based approach when inspecting food businesses at temporary events and to determine which businesses to inspect. The risk factors considered are:

- Number of food businesses trading at the event.
- Type of food being sold at the event (potentially hazardous food vs non potentially hazardous food).
- Estimated number of visitors to the event.
- Duration of the event.
- Any complaints made against food businesses trading at the event.
- Compliance history of the event.
- Access to facilities and services such as potable water, sewer etc.

Mobile food vending vehicle operators/proprietors are responsible for organising a Council inspection when they initially begin to trade, and providing a current inspection report to officers from another Council in whose area they trade. Operators should carry their most recent inspection report when trading from a mobile food vending vehicle. If a recent inspection report is not provided by the operator, is over 12 months old, or has major compliance issues outstanding, then the Council Environmental Health Officer has the discretion to carry out an inspection and may charge an inspection fee.

Water

It is vital that the Event Organiser make drinking water available to attendees, participants, staff, volunteers, contractors and performers at the event particularly if:

- You are expecting large crowds.
- The weather is likely to be hot.
- Participants are required to walk a long distance eg in a parade.
- There is the chance participants will overheat.

It is a legal requirement that you have free drinking water readily available when selling alcohol.

Marketing

Effective marketing and promotion requires planning and consideration to identify target markets and how to attract audiences.

Marketing Plan

Developing a marketing plan and promotions timeline can help ensure that the target audience is aware of, and interested in your event. A well-developed marketing plan that uses market research is most effective.

A marketing plan should consider the following:

- The results of any market research.
- Who the target audience is, and why.
- The impact of target audience on ticket pricing, event programming and event facilities.
- Packaging your event with other organisations/businesses such as accommodation, attractions, bus companies, function centres, cafés/restaurants etc.
- Synopsis of marketing campaign, including a promotions timeline.
- The best media tools for your event (radio, print, posters/flyers, television, emails, social media, noticeboards, direct mail, electronic media).
- The key messages for your event campaign.
- A marketing budget, with cost breakdown according to geographical target areas, different media types used, and cash/in-kind marketing.
- Whether to engage a media partner and public relations agency.
- How sponsors, supporters and stakeholders will be acknowledged in marketing material.
- How tickets will be distributed.

Communications Plan

Developing a communications plan for all stakeholders will promote consistency in the event's key messages. You should tailor the messages you send to ensure the group you are communicating with receives information that is important to them.

Elements could include:

- Traffic arrangements, special event clearways, road closures.
- Special arrangements, eg for people with a disability or special needs.
- Parking facilities.
- Transport arrangements - changes to regular services, additional services, special fares.
- What to bring, and what not to bring to the event, eg alcohol or glass.
- Specific health messages, eg "Drinking kills driving skills" and "Slip, Slop, Slap!".
- Services and facilities available at the event.
- Sustainable practices at the event, and how patrons can enhance these practices.
- Specific conditions of entry to the event.
- Where to purchase tickets and ticketing conditions.
- The event times and the entertainment program.

As organisers of the event, the Committee must have a reliable method of communication in place for the event duration. It is essential for stewards and organisers to be able to communicate during the event. In addition, there should be at least one administrative area on site that may be jointly staffed by all the organisations taking part.

Equally vital is the method of communication with the public. This is particularly important if the site has to be evacuated.

Marketing Continued

All your communication materials should include, websites, social media and telephone numbers where people can get additional information. Establish when you need to speak to people, check deadlines for submitting documents, the amount of notice residents need about the event and so on. You should also carefully consider how to reach the people you want to speak to. Some ways of communicating might include:

- Website, social media and/or information phone line or database.
- Publicity or advertising in local and other relevant media outlets (television, radio or newspaper), including the “What’s On” or Community Service Announcements section of local newspapers and/or websites, social media and Greater Hume Council Events Calendar.
- Letterbox drops to promote the event but also to inform people and businesses of the event in case they are affected by it.
- Posters/flyers/brochures.
- Letters to, and meetings with, key community groups. Community consultation is important in order to avoid any issues arising from local businesses and residents that might be affected by your event.
- Banners and signage (check with Greater Hume Council as to whether there are any restrictions regarding outdoor posters in public spaces).
- An event launch, media event or pre-event party, this may also help raise funds to support the event.
- Social media (see page 19).
- Group emailing local clubs, committees and schools.
- Local community and school newsletters.

A website is an excellent way for people to find out more about your event. It can also act as a simple call to action message on advertising material. A website is also the primary tool that can be used to create a database of people interested in your event eg through an invitation to ‘register your interest here’.

Be sure to use your local media effectively as this will increase your reach and ultimately your attendance at the event. Find out the most appropriate contact at your local newspaper and radio station to send media releases to (see page 36 - Media List). A media release should contain key information such as the event date, time and location, what the event is about and possibly a quote from your event spokesperson or organiser. You could also approach your local newspaper and radio station to partner with your event by offering them co-branding in exchange for advertising space.

A Media Release should contain key event information.

Go to page 61 for an example.

Running promotions in local media or shopping centres will also help spread the word about your event. Sponsors or stallholders might agree to donate a prize for a competition entered via your website, or entry could be by a form dropped in a box upon arrival at your event.

Marketing Continued

Social Media

Social and digital media in event marketing and communications offers a dynamic and cost-effective way of engaging the target audience before, during and after the event. Social media can help raise awareness of an event and ensure that messages to the public about traffic, transport, health and safety at the event are communicated. If the event impacts or affects traffic, it is very important that the event's social media tools link to relevant websites such as Transport NSW traffic conditions site "Live Traffic" and to social media sites to ensure that key messages are effectively shared. It is helpful if the person developing the messages is experienced in communications and able to handle and diffuse issues, as well as monitor messages, associated sites and the event and media.

There are many different forms of social media and which channels you use will be influenced by the nature of your target audience. Examples include:

- **Facebook** - this allows you to create events, invite individuals, post photos and videos and tag people (tagging links a user to a photo, video, group or place to create a community). In Australia, Facebook users number in their millions.
- **Twitter** - a channel of communication for networking, updating news, forming relationships with people with similar interests, and providing information and alerts on upcoming events.
- **Youtube** - a video-sharing website where users can upload, share, view, and comment on videos.
- **Instagram** - a content-sharing app where users can upload, share, view and comment on image and video based content.
- **Apps** - This term is an abbreviation for applications. An app is a piece of software that can run on the internet, on your computer, or on your phone or other electronic device.
- **Blogs and Forums** - these provide an interactive space for information sharing and opinions. They can be linked to other social media sites to cross-promote events.

Social media also enables audiences to provide feedback to event organisers, which is crucial for improving future events. The content selected to share with the event audience is critical. Information should be kept interesting and up-to-date, and give people reasons to 'like' or 'follow' the event. The audience will then enrich the content by commenting, tagging, sharing, or re-tweeting (that is, re-posting a tweet written by someone else on Twitter). Social media is all about sharing information and provides event organisers with a level of flexibility in providing responses to the public and streamlining information.

W: #visitgreaterhume

F: Visit Greater Hume

I: @Visit Greater Hume

Marketing Continued

Photography

The following photography guidelines and brief are to assist you to capture the best images possible to promote your event.

Your brief should include key moments such as award ceremonies, presentations, speeches etc for use in local news stories and follow up newsletters, website content but these images will not help you promote next year's event. A picture is worth a thousand words so make sure your promotional images tell your potential visitor how great your event is.

Setting aside adequate budget for using a professional photographer will give you the best results. They have the skills and eye to not only capture your event but to do the post production to make your images pop off the page and grab attention. Even if you can't afford a professional photographer this year, developing this type of brief for the local newspaper, photographer and photo-journalist will certainly help you get the best images.

Hiring the photographer

Ensure the photographer has a professional camera and has experience capturing public events. View their website and/or digital folio to see if they can capture what is required. Provide a brief and mood board specific to the event. Where possible arrange a meeting with the photographer to talk through the brief and the requirements. The brief must contain all of these elements:

- **Contact Details**
Provide details of the person preparing the brief and also the contact details for the person on the ground at the event that the photographer will be liaising with.
- **Key Deadlines**
These include the dates and times that the photographer will be required to shoot the event, key highlights in the event eg main act, competition starting times etc and the deadline for the images to be submitted or supplied.
- **Budget Breakdown**
The quote needs to include any reconnaissance (if required), shooting days, post production and outputs.
- **Requirements**
A description of the types of images needed. This should include the following points:
 - Capture scenes that are unique and relevant to the event.

- Capture a sense of place (ie Sculptures in the Vineyard should show the sculptures set among the vineyard). Images are intended to entice the viewer to the event so they need to show people engaged in the event or activities etc.
- Capture generic details – these can be used with event images to provide further depth and dimension to the event.
- The broader views and landscapes can date from year to year – try to capture viewpoints that don't include signage or year information if possible.
- Shoot a variety of viewpoints and scenarios. These should be shot in both portrait and landscape format for greater flexibility when used in print and online communications.
- Provide information on how the images will be used. Ideally the images will be used by government, media and tourism trade in all promotional activity including online, print, editorial and advertising.
- The images need to have no restriction on their use (unencumbered) and for use in perpetuity (unlimited period of time).
- **Tone** - Capture the mood, colour and atmosphere, make it exciting.
- **Project background** - Provide any further details and background of the event not covered under key deadlines including maps, schedules etc.
- **Outputs** - Images need to be provided at A3 at 300dpi or greater for greater flexibility of use. Images need to be supplied in JPEG or TIF format with any relevant metadata (describe any information relevant to the image including location, event, copyright information) attached to image. Colour space should be Adobe 1998 or greater.
- **Mood board** – Provide sample images of the types of imagery you want to capture for the photographer to get an understanding of the type of images you want.

Using photos and videos can be a great way to share memorable moments to boost engagement with your community or market your next event.

Marketing Continued

Do I need to get consent/permission when publishing photos and videos?

The law treats taking photos or videos in private places or public places differently. In public places you have the right to take a photo unless you do so in a way that is offensive or makes a nuisance to those around you. When an event is taking place at a private place people can enforce rules about photography, so you should consider gaining consent before taking photos and videos.

Think about:

- Who might be able to see these photos?
- Is there anyone else in this photo? (be mindful that some people may not want the image published).
- Will this photo offend anyone?
- Are there any identifying details in the photo? (including personal information such as a child's name, landmarks and street signs).
- Event Organiser's and committees need written consent from parents/carers of a child or young person for any photos or videos before they can be published.

Included in this Event Guide is an example of a Publicity/Promotional Use Permission Form which you can use to obtain permission to use photographs containing people (including children).

To obtain a Publicity/Promotional Use Permission form

Go to page 63 to obtain this document.

Greater Hume Council Promotional/Marketing Assistance

Individuals or organisations wishing to run an event within Greater Hume are eligible to receive complementary Greater Hume marketing materials and digital distribution including Greater Hume What's On, Facebook and website entry. You are required to complete an Event Notification and Application Form to provide up to date and accurate event information which will be retained by the Greater Hume Visitor Information Centre and distributed to the media and customers. A new form must be filled out each calendar year for an event. If at any time during the calendar year details provided change, it is your responsibility to forward the revised information (including if the event ceases to be held) to Greater Hume Visitor Information Centre.

To obtain an Event Notification and Application Form

Go to page 45 to obtain this document.

Finance and Funding

Events provide many economic benefits for our community however to ensure individual events are appropriately managed it is important that the financial aspect of running your event is carefully considered.

Budget

Budgeting is an essential tool to ensure the appropriate cash flow to fund all aspects and make payment of accounts when required for your event. Costs should be researched for the required resources and conservative estimates of income and expenses determined. Financial information should be regularly updated during the course of organising your event to ensure success. Some examples of items that may be included in your budget are shown in the table below:

Income		Expenses
Earned Income	Ticket Sales	Marketing & Advertising
	Stallholder Fees	Administration
	Merchandise Sales	Equipment Hire
	Food & Drink Sales	Site & Booking Fees
	Bar Sales	Production Costs
Unearned Income	Sponsorships	Wages
	Grants	Insurance
	Donations	GST

Record Keeping

Financial records including invoices and receipts should be maintained by someone with appropriate skills. Many clubs and organisations are not tax exempt and it is therefore necessary to consider whether GST implications apply. Any queries should be directed to the Australian Taxation Office or an accountant.

Money

It is important to make arrangements for the safe collection of money. The following requirements may need to be considered:

Prior to the event, eg ticketing:

- How sales will be undertaken, cash or card?.
- Who will collect/take money?
- Banking/storage of cash.
- Record keeping.

Collection of money at the event, eg gate collection, sales:

- Gate collection – is fencing required?
- Security and storage.
- Transfer of cash – frequency?
- EFTPOS Machines

Any person handling large sums of money should be trained in the correct procedures. To ensure your committee's profit and safety is protected it is recommended that appropriate money-handling precautions are in place. In some instances it may not be the best practice to collect money at the event.

Ticket Sales

Consideration needs to be given towards the cost of the ticket and how your ticket sales will be conducted. Options available for ticket sales include online, via ticketing agents or upon entry to the event. The design and printing of tickets should be arranged and consideration given towards policies for refunds and lost or stolen tickets. If your organisation is GST applicable it is necessary to include this in the cost of your tickets.

Grants/Funding

Grants from a variety of sources may be available to assist with funding for your event. Greater Hume Grant Finder, located on Greater Hume website is available for businesses and community organisations to register for email alerts when relevant grants are open. Grant Finder is a valuable source of information regarding grants with government, private and philanthropic funds focussed towards a variety of areas (eg health, sport, culture, arts). In researching grants that may be available it is important to identify that the purpose and goals of your event, and that the status of the committee meet the guidelines for the grant you are considering. Planning is required in any application for grant funding.

Finance and Funding Continued

Fundraising

Organisers may wish to undertake fundraising prior to their event to assist with financial requirements such as insurance and other pre-event requirements.

Sponsorship

Sponsorship provides the necessary funding to assist your event, the business owners gain significant marketing opportunities and can build a positive relationship with their market through their involvement with your event.

A sponsorship proposal should include the following:

- An event description and details of the organiser.
- Identify common objectives between the business and your event.
- Clearly link the event with the sponsor through identifying common goals.
- An outline of how your event will help your potential sponsor achieve their business objectives eg increased sales, higher profile, enhanced reputation.
- Provide benefits and value such as advertising, free tickets, in kind, sponsor recognition, signage, logos on publicity material, hospitality and exclusivity.
- Marketing information including targets.
- Product or in-kind sponsorship rather than cash from businesses that may be able to provide a necessary item or service that is required.
- An explanation of how you will evaluate the success of the sponsorship eg surveys of sponsor name recall at the event, increased business after the event.

A Sponsorship Proposal Letter example should contain key event information.

Go to page 66 for an example.

Again the best way to deliver a proposal is in person at a meeting, where the opportunity to “sell” the contents and take any questions can occur. Let colleagues and networks know about opportunities. They can then mention them to potential sponsors or even introduce you. Other means of promotion are social media, websites, including industry sites, teaser brochures, industry databases, networking functions and conferences. Most importantly it is essential to thank your sponsors during and after the event to recognise their generous support.

When you have secured your sponsor:

- Develop a written agreement clearly outlining what you would like from the sponsor and what you will deliver in return. For simple sponsorships a letter is sufficient. For large or more complex sponsorships it is best for a solicitor to draft a sponsorship agreement.
- Nominate one contact person from your organisation to liaise with the sponsor.
- Regularly update your sponsor about the progress of the event, don't wait until the end of the event to communicate with them.
- Provide the sponsor with a report after the event, it is easier to keep an existing sponsor than to gain a new one so work hard to maintain your relationship with them.
- Members of your committee should also develop relationships with staff from the sponsors organisation.
- Set objectives with each sponsor on an annual basis and then work on strategies for achieving them. The outcomes then become the basis for post-event reports.
- Establish beforehand exactly what the sponsor wants or needs to know at the end of the event eg the number of attendees, where they came from, age, status (alone or group/family), social media and feedback analysis.
- Regular meetings to monitor progress including deadlines for sign-offs and upcoming functions and events.
- Under-promise and over-deliver. Sponsorship partnerships need constant attention and maintenance to make it work.
- Make your sponsors feel special, give them an extra few tickets to a function (outside the contract) or ask them out for a coffee just to say thanks from time to time.
- Upgrade strategy, provide several levels of sponsorship such as Partners, Major Sponsors, Sponsors, Major Supporters or Supporters.

ABN and GST Registration

Advice should be sought from an accountant or the Australian Tax Office to establish whether the Event Organiser should be registered for GST and hold a current ABN registration.

Risk Management

What is a Public Event?

A public event is defined as any public gathering to which people are invited and encouraged to attend. It may involve some form of activity where people may be enticed to purchase or obtain for free, goods and/or services. Gatherings may include entertainment and involve the participation of other parties eg stall holders or facilitators of activities. On-site safety at the event is paramount – your public expects to be able to enjoy your event in safe and secure surrounds - and your committee members need to identify potential hazards during the planning of, and on site at your event, and work to implement solutions. Risk management is the process undertaken to establish all the factors that may have a negative impact on your event and to identify and implement control measures that may overcome or reduce the potential for incidents. As the Event Organiser you are responsible for the safety of everyone that may be affected through the delivery of your event. It is important to ensure that key stakeholders are involved in identifying risk areas. For events with any level of Council ownership, the following documentation must be provided to Council for approval.

- Event Notification and Application Form.
- Risk Assessment (includes running sheet).
- Copy of advertising material.
- Certificate of Event Organisers Certificate of Currency for Public Liability Insurance.
(Greater Hume Council must be noted as an interested party).

In addition further documentation may be required or requested dependant on the activities being undertaken at your event. If the event has the potential to impact upon traffic movement a Transport Management Plan may also be submitted to Council **(minimum 90 days prior to the event)** go to Traffic Management on page 29. It is necessary to ensure that appropriate procedures are followed and accurate records are kept of all actions so that should an incident occur there is the ability to prove that reasonable measures were undertaken to ensure safety for all. Council's process has been developed to ensure that both Council and Event Organisers not only keep appropriate records however also achieve the objective of running a safe and successful event for all concerned.

Risk Assessment

An event has many areas of potential risk and therefore Event Organisers should undertake an assessment of the proposed site and activities to identify potential hazards and consequent risks associated with their event, and identify appropriate management controls. Risk Assessments may not prevent mishaps and incidents but will lessen their likelihood ensuring a smoother emergency response. The Event Organiser must provide a written Risk Assessment to Council as the first step in planning the event. This will ensure that the event has adequate health and safety measures in place. The Event Organiser will need to identify if there is adequately trained personnel involved, that the correct equipment is being used and that the correct safety parameters have been put into place. The basic principles of and processes in risk management are:

- Identify risks.
- Assess risks.
- Implement control measures.
- Monitor outcomes.

The following are examples of common problems which may arise during your planning and prior to the event:

- Uneven or holes in grounds or in footpaths.
- Marquee pegs in thoroughfares.
- Insufficient crowd control or security.
- Insufficient exits and entry points leading to congestion.
- Electrical leads on ground and untagged electrical equipment.
- Overcrowding in car parks or mixing vehicle and pedestrian traffic.
- Uneven stage floor or performance space.
- No hand washing facilities at food handling stalls.
- Unlicensed amusement devices.
- Insufficient toilets.
- Extreme weather circumstances.

The risk associated with these examples could be reduced with simple solutions. Through the early identification of hazards/risks, they can be minimised. It is the Event Organiser's responsibility to ensure that the event complies with risk management procedures and all relevant paperwork is completed in a timely manner.

Risk Management Continued

Public Liability Insurance

Event Organisers are responsible to ensure appropriate Public Liability Insurance is held to financially protect patrons, organisers, volunteers and property owners should an incident occur. Public Liability is a critical part of responsible management of an event and is an important part of managing risk. The minimum requirement of Council is Public Liability Insurance cover of \$20 million. Event Cancellation Insurance and Personal Accident (Volunteer Worker) Insurance are optional, however may be of some benefit depending on the type of event. **A Certificate of Currency is required as evidence that cover is applicable and is provided to the insured by their insurance company on request.** The certificate will state the nature of the insurance, the amount of cover, the period for which the cover applies and should also note interested parties such as Greater Hume Council if the event has Council involvement. If the event has the potential implication to affect traffic and a Traffic Management Plan is required then Transport NSW and NSW Police may also need to be noted as interested parties. **Contractors (including stall holders) should hold appropriate insurance to cover their activities at the event and copies of their Certificate of Currency should be obtained as evidence that cover is applicable.** It is vital that Event Organisers seek professional advice about the insurance required to cover the event. The type and amount of cover needed will depend on the nature of the event and the requirements of the landowner or venue where you propose to hold the event. In addition to Public Liability Insurance it may be appropriate to consider other types of insurances including:

- Workers' Compensation.
- Motor Vehicle Insurance.
- Professional Indemnity Liability.
- Property (to cover your own equipment).
- Cancellation Insurance.

Note - Council's Public Liability Insurance only covers Council's employees and bona fide Council volunteers.

Local Community Insurance Services

Many insurers offer Local Community Insurance Services (LCIS) as an appropriate, affordable and easy insurance option for Community Organisations and Associations. LCIS can provide:

- Public Liability (Broadform) Insurance for annual activities as well as cover for one-off fairs, festivals, fetes, parades, community markets and other events, including cover for stallholders and performers, up to \$20 million.
- Single Event Cover Insurance for one-off events, such as fairs, street parades, festivals, community celebrations, etc. LCIS can work with Event Organiser's to assist with the following key aspects:
 - Event risk management advice.
 - Public Liability Insurance (covers management and organisation of the event and can be extended to include cover for stallholders, bands and other performers without their own cover).
 - Personal Accident (Volunteer Workers) insurance.
 - General Property Insurance (cover for hired or loaned equipment).
 - Money Insurance (cover for cash holdings from ticket sales, etc).
 - Event Cancellation Insurance (cover for financial loss from cancellation, eg due to weather, loss of venue, key performer cancels).
- Event Cancellation Insurance can protect your organisation's financial investment in community based events, festivals and conferences. Should adverse weather or other unforeseen circumstances beyond your control cause the necessary cancellation, abandonment, postponement or interruption of your event. Event Cancellation Insurance is generally appropriate for events with a budget of \$30,000 or higher.
- Personal Accident (Volunteer Worker) Insurance Cover provides volunteers with a financial compensation should they sustain personal injury from an accident whilst working in a volunteer capacity for your group.
- Associations and Officials Liability Cover.
- Property and Other Assets Related Insurance Cover.

Risk Management Continued

Contingencies

It is important to consider contingencies to assist organisers in the event that something should go wrong. These may include issues out of the event organisers control such as weather, participant numbers and emergency situations. Careful planning should be undertaken to mitigate unforeseen circumstances.

Disclaimers and Waivers

Disclaimers and waivers are a means to transfer the obligation or responsibility for an activity and relieve the associated risk. If waivers and disclaimers apply it is important to ensure their correct preparation (this may require professional assistance) and execution to ensure that the Event Organiser is covered.

Sample Disclaimers:

Disclaimer 1 - Considerable care has been taken in the production of this map. No responsibility can be accepted for any errors or omissions; however the publishers would welcome advice from users of any inaccuracies or desirable amendments.

Disclaimer 2 - Every effort has been made to ensure the accuracy of this brochure and all details were correct at the time of publication. All information and facilities indicated on individual entries have been provided by those businesses. Prices and facilities shown are subject to change without notice.

A Risk Warning, Waiver and Disclaimer Letter should be correctly prepared.

Go to pages 64-65 for an example.

Emergency Response Plan

The applicant must consider procedures to be implemented in the case of an emergency. An Emergency Response Plan outlines how the Event Organiser will respond to an emergency at the event. It should be developed in consultation with the Police, Fire Brigade and Ambulance and other relevant emergency services. The Emergency Response Plan should clearly identify one suitable person who is responsible for managing the emergency response at the event. That person's contact details should be given to all those who may be involved in responding to an emergency.

The plans should include:

- Permanent access for emergency vehicles.
- Emergency services, inc Police, Fire, Ambulance and Rural Fire Services to be advised at least 48 hours prior.
- People with disabilities who may have special needs in the case of an emergency.
- Security staff to be familiar with emergency procedures.

To obtain an Event Emergency Response Plan.

Go to page 45 to obtain this document.

Evacuation

The event must have an evacuation procedure as part of the risk assessment. For indoor events, the building being used may already have an evacuation procedure in place however this is far less likely for outdoor events.

Workplace Health and Safety

The Event Organiser has a duty of care to provide a safe environment in which staff, volunteers, performers and contractors can work. Depending on the nature of the event, the Event Organiser may have certain legal responsibilities in relation to work health and safety legislation. The provisions made for people working at your event will depend on its various components. Some of the issues you may need to consider include:

- Handling of electricity, gas, and other hazardous materials.
- Supplying ear protection for people working in noisy areas.
- Operating equipment and machinery and whether licensed operators are required.
- Supplying sunscreen and other personal protective equipment for people working at outdoor events.
- Providing drinking water for people and volunteers working at events.
- Providing adequate training to safely carry out assigned jobs at the event such as: handling money, moving heavy items, managing and directing traffic, crowd management.
- Working at heights.

Risk Management Continued

First Aid

It is essential that the event has the provision of adequate facilities and qualified personnel to administer first aid. Advice as to the necessary facilities should be sought from qualified First Aid Practitioners. It is also a good idea to ascertain whether any key staff have their basic first aid training. Easy access by an ambulance in an emergency should be considered. St John NSW first aid volunteers are professional medical officers and highly-trained first aiders dedicated to making our community a safer place. Teams of St John NSW first aiders are available to come along and run a First Aid post at your next event, are highly trained, professional, and carry advanced First Aid equipment such as First Aid Kits and products, defibrillators and oxygen units. St John NSW provides event health services for a nominal fee. Go to <https://events.stjohnnsw.com.au/Eventhealthservices.stjohnnsw/> to arrange a booking.

Incidents

It is advisable to have a system in place at the event to record any incidents or accidents that occur. Also, it is important that everyone working at the event has a clear understanding of how to record incidents and what to do with this record at the end of the event. The information you will want to capture in an incident report depends upon the nature of the event. Note that, as an Event Organiser, you are required under NSW Work Health and Safety Act to notify SafeWork NSW of any serious injuries or deaths that occur at the event.

For more information, go to www.SafeWork.nsw.gov.au or phone SafeWork NSW on 13 10 50.

If the event has any level of Council involvement the incident should also be advised to Council.

To obtain a Risk/Hazard/Incident Report.

Go to page 45 to obtain this document.

Fire Safety

The Event Organiser should agree on arrangements for fire prevention, detection and control and may require the assistance of the Fire Brigade or Rural Fire Service before your event. You may also be required to obtain a fire ban exemption from NSW Rural Fire Service, contact Southern Border Fire on 02 6051 1511.

Crowd Management

Crowd management may be required dependant on the capacity of the venue/area, where the event is held and the number of people expected. It is a vital consideration even with small events where the venue may have the potential to become over crowded. It may be that an event will only become crowded in particular areas, or at certain times, for example, in front of a stage, or if a VIP arrives in an area that can only hold a small number of people. The Event Organiser should seek advice from the venue manager or landowner about the capacity of the venue or site. It is also important to clearly establish who holds the responsibility to count patrons, if applicable.

Children

All people (whether volunteers or employees) working in a child related role as defined under Part 2, Section 6 of the Child Protection (Working with Children) Act 2012 must complete a Working with Children Check so as to prevent unsuitable persons from working in positions where they have direct, unsupervised contact with children. More information can be obtained from the NSW Office of the Children's Guardian website www.kidsguardian.nsw.gov.au.

In addition, for a large event, it is advisable to make arrangements for lost children. This could include setting up an area in the events administration or office area, where lost children can be housed and staffed with appropriately qualified employees or volunteers. Arrangements for children and carers who become separated should be clearly communicated to event patrons. All staff and volunteers working at the event should be aware of the procedures to be followed for lost children.

Risk Management Continued

Security

Security at a large public event is an increasingly important issue. Aspects relating to the venue, patronage and staff security must be considered in the early stages of your event planning process. Advising Police of your event and inviting them to regularly patrol the event is highly recommended but it must be noted that these patrols will only occur if the policing resources are available at the time. For large events a fee may be charged for this patrol service. Discuss with Police well in advance possible risk reduction strategies and the number of security guards required. You must ensure any special security measures are in place, for example, if you have VIPs at your event, or large amounts of cash. Factors to consider in determining security risks include:

- Number of people.
- Type of crowd and expected potential for anti-social behaviour.
- Time of day.
- Alcohol, non-alcohol events require less security. BYO events generally represent a higher risk of anti-social behaviour than licensed events.
- Previous history of inappropriate behaviour.

Lighting

If the event is held at night or in a dark venue, it is essential to ensure there is enough light to see walkways and exits in case of an evacuation. Consideration should be given to the possibility of a blackout occurring at your event. It is advisable to have the services of a qualified electrician available on site or by phone in case problems arise with lighting equipment. Location and direction of existing and any additional lighting to be used, must be shown on the required site plan. Lighting must be directed away from nearby dwellings and should not be located in a position likely to cause a traffic hazard on adjoining roads. At all times lighting must be adequate to enable the safe movement of people through the premises.

Electricity, Gas and Hazardous Materials

If hazardous materials such as electricity, gas, chemicals and fireworks are used at the event it is vital that the Event Organiser seeks expert advice about their safe use and storage. Safety procedures should be communicated to all staff, volunteers, contractors and others who could come into contact with the materials.

COVID-19 Safety Guidance for Events

Guidance to help create a safe environment for events in NSW. This guidance aims to support organisers of events and gatherings to manage the risk of COVID-19 at their event.

The main risk at an event is the possibility of a person with COVID-19 attending. Risk increases depending on the person's level of infectiousness and their actions, including how closely and how long they interact with others. This guidance aims to reduce these risks where possible.

COVID-19 Safety Plan templates are available to help organisers keep a safe environment for events in NSW.

Event organisers must comply with NSW public health orders.

Wearing masks

Be prepared – you may be required to wear a mask anytime. The NSW Government has advised that COVID-19 spreads more easily indoors and in settings where you can't physically distance, so it is important you carry a face mask with you at all times. See further information regarding the latest advice on face masks on the NSW Government webpage.

General Advice:

People participating in an event should maintain physical distancing and good hand hygiene.

Event planning should include measures to prevent crowding both during the event and when people are entering and exiting venues.

It is important to recognise that, if Government regulations and health advice change, the new requirements must be adhered to.

COVID-19 Safe Check-in

COVID-19 Safe Check-in is required for certain premises and events. If you are the organiser of an event at which check-in is required you need to take reasonable steps to ensure people can provide their contact details when they enter the event.

It is important to recognise that, if Government regulations and health advice change, the new requirements must be adhered to.

Traffic Management

If your event requires the closure of roads and streets, even for a short time, or has the potential to impact on the flow of traffic then a Transport Management Plan may be required. For traffic and transport management purposes, Transport NSW have identified four distinct classes of events based on the disruption to traffic and transport systems, and possible disruption to the non-event community. These classes are as follows:

- Class 1: is an event that impacts major traffic and transport systems and there is significant disruption to the non-event community. For example: an event that reduces the capacity of the main highway through a country town.
- Class 2: is an event that impacts local traffic and transport systems and there is low scale disruption to the non-event community. For example: an event that blocks off the main street of a town or shopping centre but does not impact a principal transport route or a highway.
- Class 3: is an event with minimal impact on local roads and negligible impact on the non-event community. For example: an on-street neighbourhood Christmas party.
- Class 4: is an event that is conducted entirely under Police control (but is not a protest or demonstration). For example: a small march conducted with a Police escort only.

From a traffic and transport perspective, events impacting on traffic need to:

- Ensure the safe separation of event patrons, participants and volunteers from traffic.
- Manage the reduced capacity of the road system.
- Minimise the traffic impact on the non-event community and the emergency services.
- Minimise costs.

If the event is likely to have an impact on the road network, requires partial or full closure of roads or affect traffic within the area, it is necessary to complete a Transport Management Plan (eg marathons, fun runs, cycling events, parades, marches).

Contact Greater Hume Council's Engineering Department to discuss the required documentation and approval process to stage your event.

Transport NSW has developed a Guide to Traffic and Transport Management for Special Events to assist Event Organisers to manage risks that may arise from traffic movements at public events.

Transport Management Plan

The method of managing traffic and transport is to create and implement a Transport Management Plan, which highlights the planning arrangements the Event Organiser has in place to ensure the minimisation of the disruption to traffic. The plan must detail the sign posting, proposed detours, resourcing of barricaded intersections etc. A Transport Management Plan should be submitted to Council and the following information included:

- Traffic Control Plan completed by an appropriately qualified person.
- Risk Assessment.
- Insurance Certificate of Currency noting Greater Hume as an interested party and, in the case of Class 1 and 2 events, also noting Transport NSW and NSW Police as interested parties.

Council requires the above documents at least 90 days in advance of the event.

If the required documentation is provided after this time, Council is unable to guarantee approval in time for the event. It is critical for the organisers to allow sufficient time to make changes to their Transport Management Plan if required to do so by the Local Traffic Committee or by Council.

Note: Traffic Control Plans that graphically depict the traffic controls must be completed by a licensed traffic controller who holds a current Traffic Management Designer Skill Set card from Safework NSW. There are a number of traffic control companies in both the Albury and Wagga Wagga area that may be found in the local telephone directory.

Traffic Management Continued

Costs

It is important to consider costs applicable for traffic management which may include the preparation of Traffic Management and Traffic Control Plans, advertising, hire of licensed traffic controllers and control devices such as signage and barriers. In addition, Council fees may be applicable. Incidental costs may also include paramedics, ambulance, fire brigades and tow trucks on standby, variable message sign (VMS) rental, notification expenses, parking, safety devices and high visibility clothing. Before Event Organisers approach Council for approval they should obtain an indication of the costs that they may encounter.

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 and Traffic Management) Act, 1999. For further information phone the NSW Police Highway Patrol on 02 6023 9299. **(Any road races also require endorsement by the Local Traffic Committee and approval from Greater Hume Council and will require a minimum advance notification period of at least 90 days).**

Bicycle Races

Transport NSW has developed NSW Guidelines for Bicycle Road Races to assist Event Organisers to manage risks that may arise from traffic movements at public bicycle road races.

<https://roads-waterways.transport.nsw.gov.au/documents/business-industry/event-management-guidelines>.

Approval

Council must consider the advice of the Local Traffic Committee when making a decision on traffic management issues. The Local Traffic Committee is a committee which provides an endorsement and recommendation to Council when making a decision on traffic management issues. The Committee, which includes voting representatives from Council, Transport NSW and NSW Police meet on a quarterly basis hence the requirement for at least 90 days advance notice of an event. Please note the erection of road signage also requires approval from the Local Traffic Committee and should include details regarding the size, colour, what it is made of, how it will be erected and a picture of what it will look like.

Notification/Newspaper Advertising

If the event requires the regulation of traffic, Section 5 of the Roads (General) Regulation 2000 which requires that 7 days' notice be given to the public. Council or Transport NSW will place the public advertisements at the Event Organiser's cost. Once approval has been granted, in addition to newspaper advertising, notification should be provided to emergency services such as the NSW Fire Brigade, NSW Rural Fire Service and Ambulance NSW.

Emergency Services Correspondence
and Transport Providers Correspondence.

Go to page 46 for an example.

Traffic Controllers and Marshals

The Event Organiser must ensure that traffic controllers and marshals are appropriately trained and hold the relevant licenses to carry out their jobs. In addition they should be provided with appropriate safety equipment, for example: high visibility vests and sun or weather protection. It is the responsibility of the Event Organiser to arrange the Traffic Management Plans and provide authorised traffic controllers. The placement of barricades and signs must be completed by persons who hold a Traffic Management Implementor Skill Set Card and those persons working in traffic control must hold a Traffic Controller Skill Set Card. Marshalling which is taking place off-road, does not require the Marshals to hold any tickets. However, if they move into the road environment they must carry an appropriate qualification. **Any failure to do so puts the public liability insurance for the event at risk.**

Emergency and Contingency Plans

Emergency Management Plans aid in the management of unexpected incidents. A licensed site controller should implement emergency and contingency plans in the unlikely event where a person is injured and emergency vehicles are required. Emergency Procedures are listed in the Risk Management section of this guide and Emergency Response Plans should include traffic management requirements where this is applicable.

To obtain a Event Emergency Response Plan.

Go to page 45 to obtain this document.

Event Cancellation

Cancellation procedures should consider the following:

- Conditions for cancellation/postponement.
- Responsibility for the decision to cancel/postpone.
- Timing of decision to cancel/postpone.
- Advising staff, volunteers, VIP's, performers and people planning to attend.
- Create list of key contact numbers.

Contingency plans if the event is still able to go ahead:

- Budget/financial impacts.
- Emergency and Contingency Plans (Risk Management).
- Create list of key contact numbers.
- Contingency plans if the event is still able to go ahead.
- Budget/financial impacts.

Event Evaluation

Event Evaluation

The final step is the important process of evaluating your events success and possible improvements. In order to measure the success of your event you could use the following:

- Attendance figures.
- Number of telephone calls received regarding the event.
- Positive/neutral media coverage.
- Number of articles across all target media.
- Number of competition entries.
- Website visits.
- Feedback from stakeholders.
- Social Media interaction.

Feedback and survey forms provide an opportunity to review your event by attendees. Forms can be available at exit points or a survey posted/emailed to attendees following the event conclusion. A debrief with key stakeholders and volunteers can be a valuable step to determine whether you have reached your goals including financial success, attendance, patron satisfaction and areas to be improved or changed. Sponsors should be interviewed and a review of media coverage and comments made via social media as soon as possible after the conclusion to ensure the best retention of information. If your event was successful in securing grant funding many providers require an acquittal to be completed and the event evaluation information can be beneficial to assist with this process. Finally, consider whether you wish to continue the event in the future, if so, it can be worthwhile time to start your planning process while the information is fresh in your mind.

For an example Post Event Evaluation

Go to page 62 to obtain this document.

Succession Planning

If you wish your event to continue in the long term, succession planning is a valuable consideration to ensure the event can be handed over to a new organiser if required. It is of great benefit to new Event Organisers and committee members to share information and have documentation containing as much of the organisation process as possible so that these records can be passed on and keep your event sustainable for the years to come.

Council Contacts

Greater Hume Council has a number of staff that may be able to assist your enquiries in relation to events.

Contact Person	How can we help?
Engineering Administration Officer/WH&S Risk Officer	Enquiries regarding requirements for on road events. Risk management procedures and insurance queries. Site preparation, signage, equipment and clean up requirements.
Tourism and Promotions Officer and Visitor Information Centre Officer	Promotion of events, Greater Hume Council events calendar listings, grant and funding opportunities, tourism and general event management information and assistance.
Customer Service	Application forms for bookings of Council facilities, parks and recreation facilities.
Environmental Health and Building Surveyor	Information regarding food vendors, inspections and requirements.
Environment and Planning	Application for Development/Constructions, Waste Management requirements, Approval of Amusement Devices.
Manager Corporate Services	Information for Committees of Council and Council Volunteers.
Economic Development Team	Information and enquiries relating to activities that may influence business opportunities.
Manager of Community Services	Opportunities to strengthen and develop communities, assistance with Greater Hume Community Development Grants for community groups.

Council Customer Service Centres and Contact Details	
Library Lane, Holbrook	T: 02 6036 0100
40 Balfour Street, Culcairn	T: 02 6036 0100
32 Sladen Street, Henty	T: 02 6036 0100
83 Urana Street, Jindera	T: 02 6036 0100
Walla Walla RTC, Commercial Street, Walla Walla	T: 02 6036 0100
Telephone Council for cost of local call	T 1300 653 538
Address correspondence to:	General Manager, Greater Hume Council, PO BOX 99, Holbrook NSW 2644
Websites:	www.greaterhume.nsw.gov.au , visitgreaterhume.com.au
E-Mail:	events@greaterhume.nsw.gov.au

Emergency Services Contact Details

Organisation	Emergency Phone	Local Contact Address	Phone Number
NSW Police	000	64 Albury Street, Holbrook NSW 2644	02 6036 2424
		33 Balfour Street, Culcairn NSW 2660	02 6029 8503
		41 Sladen Street, Henty NSW 2658	02 6929 3044
		8 William Street, Walla Walla NSW 2659	02 6029 2104
NSW Fire and Rescue	000	Holbrook Fire Station 62 Swift Street, Holbrook NSW 2644	02 6036 2255
		Culcairn Fire Station 5 Black Street, Culcairn NSW 2660	02 6029 8202
		Henty Fire Station 14 Allan Street, Henty NSW 2658	02 6929 3003
NSW Rural Fire Service	000	25 Airport Drive, East Albury NSW 2640	02 6051 1511
Ambulance NSW	000	329 Wagga Road, Lavington NSW 2641	131 233
SES	132 500	6 – 8 Regent Street, Wollongong NSW 2500	02 4251 6503
Poisons Information Centre (24hrs)	131 126		
Electricity/Gas Supply Interruptions	132 080	Essential Energy	
Greater Hume Council Roads, Storms & Drainage	0419 405 768		
Greater Hume Council Water and Sewerage	0408 691 637		
Greater Hume Council Ranger/Impounding Officer	0427 556 659		

Information Resources

Beneficial resources can be located at:

Organisation	Contact Details
Accessible Resource Guide - Meetings and Events Australia	www.meetingsevents.com.au/resources-0
Auslan Interpreters (Murray Region)	https://auslanservices.com/
Australasian Performing Right Association (APRA)	www.apraamcos.com.au/
Australian Tax Office	www.ato.gov.au
Centre for Inclusive Design	https://centreforinclusivedesign.org.au/
Civil Aviation Safety Authority	www.casa.gov.au
Community Builders	www.communitybuilders.nsw.gov.au
COVID 19	www.health.nsw.gov.au
Destination NSW	www.destinationnsw.com.au
Destination Riverina Murray	www.riverinamurray.com.au
Dial Before You Dig	www.dialbeforeyoudig.com.au
Easygrants	www.ourcommunity.com.au
Food Standards Australia/New Zealand	www.foodstandards.gov.au
Greater Hume Council	www.greaterhume.nsw.gov.au , www.visitgreaterhume.nsw.gov.au
Murray Regional Tourism	www.murrayregionaltourism.com.au
NSW Crown Lands	www.crownland.nsw.gov.au
NSW Food Authority	www.foodauthority.nsw.gov.au
NSW Government Office of the Children's Guardian	www.kidsguardian.nsw.gov.au
NSW National Parks	www.nationalparks.nsw.gov.au
NSW Premier & Cabinet	www.dpc.nsw.gov.au/tools-and-resources/event-starter-guide/
Transport for NSW	www.transport.nsw.gov.au
Office of Fair Trading	www.fairtrading.nsw.gov.au
Office of Sport	www.sport.nsw.gov.au
Phonographic Performance Company of Australia (PPCA).	www.pcca.com.au/
Liquor and Gaming NSW	www.liquorandgaming.nsw.gov.au/
SafeWork NSW	www.SafeWork.nsw.gov.au
Visit NSW	www.visitnsw.com

Media List

Media	Organisation	Email Contact
Newspaper	Border Mail Newsroom	newsroom@bordermail.com.au
Newspaper	Corowa Free Press	journalist@corowafreepress.com.au
Newspaper	Corryong Courier	editorial@corryongcourier.com.au
Newspaper	Southern Riverina News	john.thompson@southernriverinanews.com.au
Newspaper	The Daily Advertiser	news@dailyadvertiser.com.au
Newspaper	The Rural News	nreynolds@therural.com.au
Newspaper	The Tumut and Adelong Times	news@tatimes.com.au
Newspaper	The Tumbarumba Times	tumbatimes@bigpond.com
Newsletter (local)	Burrumbuttock Bulletin	burrumbuttockbulletin@gmail.com
Newsletter (local)	Culcairn Oasis Newsletter	culcairnoasis@outlook.com
Newsletter (local)	Henty Headerlines	hentyheaderlines@hotmail.com
Newsletter (local)	Holbrook Happenings	holbrookhappenings@outlook.com
Newsletter (local)	Jindera News	jinderanews@ruralcarelink.org.au
Newsletter (local)	Walla Walla Newsletter	wallanewsletter@gmail.com
Radio	2AY Radio - Paul McSwiney	paulm@team.aceradio.com.au
Radio	2REM 107.3	admin@2rem1073fm.com.au
Radio	ABC Goulburn Murray	alburywodonga.regional@abc.net.au
Radio	ABC Riverina	wagga.regional@abc.net.au
Radio	Greater Hume Radio	info@2ghr.org.au
Radio	Southern Cross	southernnews@macsc.com.au
Radio	Upper Murray Radio	radiouppermurray@gmail.com
Television	Prime 7 Albury	border.newseditor@prime7.com.au
Television	Prime 7 Wagga	wagga.newseditor@prime7.com.au
Television	Win TV Albury	albnews@winnetwork.com.au
Television	WIN TV Wagga	wagnews@winns.com.au
Television	Nine News Albury	ninenewsalbury@nine.com.au

List of Council Facilities

Council has a variety of facilities and parks and gardens that can be made available for events. Bookings for the use of these facilities must be arranged with suitable notice prior to your event by contacting Council or the committee as listed below.

Community Halls	
Bowna Mullengandra Public Hall	Holbrook Hall
Brocklesby Public Hall	Jindera School of Arts
Bungowannah Hall	Lankeys Creek Hall
Burrumbuttock Hall	Little Billabong Hall
Carabost Hall	Walbundrie Hall
Cookardinia Hall	Walla Walla Community Hall
Culcairn Memorial Hall	Woomargama Hall
Gerogery Hall	Wymah Hall

Conference Venue and Information Technology Centre				
Organisation	Town/ Village	Phone 02	Email	Website
Holbrook Library Complex	Holbrook	6036 0100	holbrookctc@greaterhume.nsw.gov.au	www.greaterhume.nsw.gov.au
Jindera Community Hub	Jindera	6036 0100	mail@greaterhume.nsw.gov.au	www.greaterhume.nsw.gov.au

Parks and Gardens	
Brocklesby	Blacksmith Park
Burrumbuttock	Greschke Park
Culcairn	Culcairn Recreation Reserve, Coach Terminal, Jubilee Park, Eric Thomas Park, Mural Park and Middleton Park
Gerogery	Gerogery Park
Henty	Bicentennial Park, Community Park, Memorial Park, Rotary Park, Henty Showgrounds and Sportsground.
Holbrook	Ten Mile Creek Gardens, Apex Park, Gallipoli Victoria Cross Park, Commander Park, Friday Mount Park, Germanton Park, Submarine and Otway Park, Gundagai Park, Ian Geddes Bushwalk, Library Park, Museum Park.
Jindera	Amaroo Park, Pioneer Park, Recreation Park, Jindera Village Green
Walbundrie	Botanical Gardens Park
Walla Walla	Bicentennial Park, Lions Park, Sunnyside Park, Morgans Lookout
Woomargama	Woomargama Park

List of Sporting Facilities

Sporting Facilities	Town / Village	Organisation	Greater Hume Council / Private
Sporting/Recreation Ground	Brocklesby	Brocklesby Recreation Reserve	GHC
Tennis	Brocklesby	Brocklesby Tennis Club	GHC
Sporting/Recreation Ground	Bungowannah	Bungowannah Recreation Reserve	GHC
Tennis	Bungowannah	Bungowannah Tennis Club	GHC
Sporting/Recreation Ground	Burrumbuttock	Burrumbuttock Recreation Reserve	GHC
Tennis	Burrumbuttock	Burrumbuttock Tennis Club	GHC
Sporting/Recreation Ground	Cookardinia	Cookardinia Recreation Reserve	GHC
Tennis	Cookardinia	Cookardinia Tennis Club	GHC
Bike Track and Exercise Area	Culcairn	Bike Track and Exercise Area	GHC
Bowling	Culcairn	Bowling Club	Private
Golf	Culcairn	Culcairn Golf Club	Private
Skatepark	Culcairn	Culcairn Sportsground	GHC
Sporting/Recreation Ground	Culcairn	Culcairn Sportsground	GHC
Swimming Pool	Culcairn	Culcairn Swimming Pool	GHC
Tennis	Culcairn	Culcairn Tennis Club	GHC
Equine	Gerogery	Gerogery Adult Riding Club	Private
Sporting/Recreation Ground	Gerogery	Gerogery Recreation Reserve	GHC
Tennis	Gerogery	Gerogery Tennis Club	GHC
Tennis	Gerogery West	Gerogery West Tennis Club	GHC
Bowling	Henty	Bowling Club	Private
Golf	Henty	Henty Golf Club	Private
Skate Park	Henty	Henty Memorial Park	GHC
Sporting/Recreation Ground	Henty	Henty Sportsground	GHC
Swimming Pool	Henty	Henty Swimming Pool	GHC
Tennis	Henty	Henty Tennis Club	GHC
Bowling	Holbrook	Bowling Club	Private
Equine	Holbrook	Holbrook Campdrafting Club	Private
Equine	Holbrook	Holbrook Equine Centre	Private
Equine	Holbrook	Holbrook Polocrosse Club	Private
Equine	Holbrook	Holbrook Pony Club	Private
Equine	Holbrook	Holbrook Race Club	Private
Golf	Holbrook	Holbrook Golf Club	Private
Skate Park	Holbrook	Submarine Precinct	GHC
Sporting/Recreation Ground	Holbrook	Holbrook Sports Complex	GHC
Swimming Pool	Holbrook	Holbrook Swimming Pool	GHC
Tennis	Holbrook	Holbrook Tennis Club	GHC
Equine	Jindera	Jindera Equestrian Association	Private

List of Sporting Facilities Continued

Sporting Facilities	Town / Village	Organisation	Greater Hume Council / Private
Equine	Jindera	Jindera Pony Club	Private
Golf	Jindera	Jindera Golf Club	Private
Skate Park	Jindera	Skate Park	GHC
Sporting/Recreation Ground	Jindera	Jindera Recreation Reserve	GHC
Swimming Pool	Jindera	Jindera Swimming Pool	GHC
Tennis	Jindera	Jindera Tennis Club	GHC
Tennis	Little Billabong/ Yarra Yarra	Little Billabong/Yarra Tennis Club	GHC
Tennis	Morven	Morven Tennis Club	GHC
Sporting/Recreation Ground	Walbundrie	Walbundrie Sportsground	GHC
Tennis	Walbundrie	Walbundrie Tennis Club	GHC
Bowling	Walla Walla	Bowling Club	Private
Skate Park	Walla Walla	Walla Walla Sportsground	GHC
Sporting/Recreation Ground	Walla Walla	Walla Walla Sportsground	GHC
Swimming Pool	Walla Walla	Walla Walla Swimming Pool	GHC
Tennis	Walla Walla	Walla Walla Tennis Club	GHC
Sporting/Recreation Ground	Woomargama	Woomargama Recreation Reserve	GHC
Tennis	Woomargama	Woomargama Tennis Club	GHC
Sporting/Recreation Ground	Wymah	Wymah Recreation Reserve	GHC
Tennis	Wymah	Wymah Tennis Club	GHC

List of Privately Owned Function/Event Facilities

Organisation	Town / Village	Type	Phone 02	Email	Website
The Farmers Inn	Burrumbuttock	Hotel	6029 3218		
Culcairn Bakery	Culcairn	Cafe/ Bakery	6029 8977	admin@culcairnbakery.com.au	www.culcairnbakery.com.au
Culcairn Bowling and Recreation Club and Kenny's Chinese	Culcairn	Club/ Function Centre	6029 8461	theclub@culcairnbowling.com.au	www.culcairnbowling.com.au
Culcairn Hotel	Culcairn	Hotel/ Function Centre	6029 8501	wayne@culcairnhotel.com.au	www.culcairnhotel.com.au
Feed the Soul	Culcairn	Cafe	0422 595 884	feedthesoulculcairn@gmail.com	www.feedthesoulculcairn.com.au
Mumma J's Food Hub	Culcairn	Cafe/ Food Van	6029 8760	mummajsfoodhub@gmail.com	
Nellie's Cafe	Culcairn	Cafe	6029 8777		
Round Hill Homestead	Culcairn	Function Centre	0467 555 070	events@roundhillhomestead.com.au	www.roundhillhomestead.com.au/
Orange Grove Gardens B & B	Culcairn	Function Centre	0427 274 343	info@orangegrovegardens.com.au	www.orangegrovegardens.com.au
Gerogery Hotel	Gerogery	Hotel	6026 0516	lisa@gerogeryhotel.com.au	
Doodle Cooma Arms Hotel	Henty	Hotel	6029 3013	trev858@gmail.com	
Henty Community Club Limited	Henty	Club/ Function Centre	6929 3250	hentycommunityclub@bigpond.com	
Henty Bakery	Henty	Cafe/ Bakery	6929 3565		
Byer Fountain Motor Inn and Restaurant	Holbrook	Restaurant	6036 2077	admin@byerfountainmotorinn.com.au	www.byerfountainmotorinn.com.au
Chinese Restaurant	Holbrook	Restaurant	6036 2348		
Holbrook Bakery	Holbrook	Cafe/ Bakery	6036 2049	bakery_tarts@bigpond.com	www.holbrookbakery.com.au
Holbrook Hotel	Holbrook	Hotel	6036 2099	manager@holbrookhotel.com.au	www.holbrookhotel.com.au

List of Privately Owned Function/Event Facilities Continued

Organisation	Town / Village	Type	Phone 02	Email	Website
Holbrook Returned Servicemens Club	Holbrook	Club/ Function Centre	6036 2199	admin@holbrookrsclub.com.au	holbrookrsclub.com.au/
J&Bs Gourmet Cafe	Holbrook	Cafe/Bakery	6036 3333	jbgourmetcafe@gmail.com	
Riverina Hotel Holbrook	Holbrook	Hotel	6036 2523	manager@rivhotel.com.au	www.rivhotel.com.au/
Submarine Café	Holbrook	Cafe/Bakery	6036 2211	wazlen@bigpond.com	www.submarinecafe.com.au
The Ten Mile	Holbrook	Cafe/Fuction Centre	6086 4800	hello@thetenmile.com.au	www.thetenmile.com.au
Jindera Bakery	Jindera	Cafe/Bakery	6026 3821		
Jindera Hotel Motel	Jindera	Hotel	6026 3258	darren@jinderahotel.net.au	
Jindera Pizza	Jindera	Cafe/Bakery	6026 3055		www.jndera-pizza-pasta.business.site/
JT and Co Coffee Van	Jindera	Coffee Van	0418 323 174	jtccoffee@gmail.com	
Next Level Cafe	Jindera	Cafe/Bakery	6026 3223	fireandicetraining@bigpond.com	
Round Hill Hotel	Morven	Hotel	0413 342 336	info@roundhillhotel.com.au	
Walbundrie Hotel	Walbundrie	Hotel	6029 9008	walbundriehotel@hotmail.com	
Thistle Cafe	Walla Walla	Cafe/Bakery	6029 2003		
Walla Walla Bowling and Recreation Club	Walla Walla	Club/ Function Centre	6029 2146		
Walla Food Mill	Walla Walla	Cafe/Bakery	6029 2033	thewallafoodmill@gmail.com	
Walla Walla Hotel	Walla Walla	Hotel	6029 2309		
Flyfaire Winery and Cafe	Woomargama	Winery/Café/ Function Centre	6020 5264	david@flyfaire.com	www.flyfaire.com.au
Woomargama Hotel/Motel	Woomargama	Hotel	6020 5232	woomargamahotel@gmail.com	www.woomargamahotel.com.au/

List of Accommodation Providers

Organisation	Town / Village	Type	Phone 02	Email	Website	No of Rooms & Sites
Ingenia Holidays Lake Hume	BOWNA	Cabins/ Caravan/ Camping	6020 3236	lakehume@ingeniaholidays.com.au	ingeniaholidays.com.au	63 PWSites, 38 Units/Cabins, 13 UPWSites
Bibbaringa Accommodation	BOWNA	Bed and Breakfast	0428 696 724			4 bedrooms, 7 beds
Burrumbuttock Camping Ground	BURRUMBUTTOCK	Camping Caravan/	0438 293 227	litchies@bipond.com.au		
Shalimar Cottage	BURRUMBUTTOCK	Bed & Breakfast	0428 782 048	accommodation@shalimarcottage.com.au	shalimarcottage.com.au	2 Twin Room, 1 Double Room
Culcairn Caravan Park	CULCAIRN	Caravan/ Camping	6029 8248	culcairn caravan park@greaterhume.nsw.gov.au		5 PW Sites
Culcairn Hotel	CULCAIRN	Hotel	6029 8501	wayne@culcairnhotel.com.au	www.culcairnhotel.com.au	10 Rooms
Culcairn Motor Inn	CULCAIRN	Motel	6029 8233	info@culcairnmotorinn.com.au	culcairnmotorin.com.au	12 Rooms
Charming Country Stop	CULCAIRN	Bed & Breakfast	0427 498 058	talbingo.soncum@gmail.com		
Round Hill Homestead	CULCAIRN	Bed & Breakfast	6029 7072			4 Rooms
Orange Grove Gardens	CULCAIRN	Bed & Breakfast	0427 274 343	info@orangegrovegardens.com.au	orangegrovegardens.com.au	2 Rooms
Gerogery Hotel	GEROGERY	Hotel	6026 0516	lisa@gerogeryhotel.com.au		4 Rooms
Doodle Cooma Arms Hotel	HENTY	Hotel	6029 3013	trev858@gmail.com		10 Rooms
Henty Camping Grounds	HENTY	Camping/ Caravans	6929 3066	hsmc04@gmail.com		10 PW Sites
Henty Homestay Bed and Breakfast	HENTY	Bed & Breakfast	6929 3071	lorriroden@yahoo.com.au		4 Bedrooms

List of Accommodation Providers Continued

Organisation	Town / Village	Type	Phone 02	Email	Website	No of Rooms & Sites
Trudie's Bed & Breakfast	HENTY	Bed & Breakfast	6929 3021			14 Bedrooms
Wattle Park Farm Stay	HENTY	Bed & Breakfast	0408 417 440	jeanettec5@optusnet.com.au		1 Room
6 Hume Street Bed & Breakfast	HOLBROOK	Bed and Breakfast	0417 179 538	abby.paton@bigpond.com		3 Bedrooms
Byer Fountain Motor Inn	HOLBROOK	Motel	6036 2077	admin@byermotorinn.com	byerfountainmotorinn.com.au	36 Rooms
Holbrook Hotel	HOLBROOK	Hotel	6036 2099	manager@holbrookhotel.com.au	holbrookhotel.com.au	5 Rooms
Holbrook Motor Village Caravan Park	HOLBROOK	Cabins/Caravan/Camp	6036 3100	park@holbrookmotorvillage.com.au	holbrookmotorvillage.com.au	11 Cabins, 3 units, 40 PW Sites
Holbrook Skye Motel	HOLBROOK	Motel	6036 2333	holbrookskymotel@gmail.com	holbrookskymotel.com.au	10 Rooms
Jolly Swagman	HOLBROOK	Motel	6036 3944	reception@jollyswagman.com.au	jollyswagman.com.au	10 Rooms
The Lighthouse	HOLBROOK	Bed and Breakfast	0422 630 529			2 Bedrooms
Riverina Hotel	HOLBROOK	Hotel	6036 2523	manager@rivhotel.com.au	rivhotel.com.au	17 Rooms
Shelduck Cottage	HOLBROOK	Bed and Breakfast	0407 303 138			3 Bedrooms
Town Centre Motor Inn	HOLBROOK	Motel	6036 2666	admin@holbrooktowncentre.com.au	holbrooktowncentre.com.au	20 Rooms
Woodlands Cottage	HOLBROOK	Bed & Breakfast	0400 882 624			2 Bedrooms

List of Accommodation Providers Continued

Organisation	Town / Village	Type	Phone 02	Email	Website	No of Rooms & Sites
Jindera Hotel Motel	JINDERA	Motel	6026 3258	darran@jinderahotel.net.au		
Triangle Farm Cottage	JINDERA	Bed & Breakfast	0408 409 842	mjwehner@bigpond.net.au		3 Rooms
Jindera Primitive Camping Ground	JINDERA	Camping/ Caravan	6036 0100			
Hillview Oak Bed and Breakfast	LANKEYS CREEK	Bed and Breakfast	6036 8141	hillviewoakbandb@gmail.com	hillviewoakbandb.com	2 Rooms
Walbundrie Camping Ground	WALBUNDRIE	Camping/ Caravan	0427 299 065	dunholme3@bigpond.com		
Walla Walla Camping Ground	WALLA WALLA	Camping/ Caravan	0428 292 248	john@seidel.net.au		10 PW Sites
Walla Walla Hotel	WALLA WALLA	Hotel	6029 2309			10 Rooms
Woomargama Hotel/Motel	WOOMARGAMA	Hotel	6020 5232	woomargamahotel@gmail.com	www.woomargamahotel.com.au/	10 Rooms

Forms/Documents/Links

Greater Hume Council Forms

The following Greater Hume Council Forms can be downloaded from the Greater Hume Council website under the Events Guide tab. Information can be entered onto the form by typing or handwriting.

- Application for Development/Construction
- Casual Hire of Council Facilities Application
- Event Day Running Sheet
- Event Emergency Response Plan
- Event Notification and Application
- Footpath Dining and Temporary Structures Application
- Market/Stall Holder Application
- Publicity/Promotional Use Permission
- Risk Assessment
- Risk Assessment Example
- Risk/Hazard/Incident Report
- Use of Council Plant for Community Projects Application
- Volunteer Application
- Volunteer Attendance Registration

Other Useful Publications

The following publications can be downloaded from the Greater Hume Council website under the Events Guide tab.

- How to Social Media Guide.
- Greater Hume Council Residents Guide.
- Greater Hume Council Visitors Guide.

External Links

Transport NSW Guide to Traffic and Transport Management for Special Events, <https://roads-waterways.transport.nsw.gov.au/documents/business-industry/event-management-guidelines/guide-traffic-transport-management-special-events.pdf>

New South Wales Guidelines for Bicycle Road Races

<https://roads-waterways.transport.nsw.gov.au/documents/business-industry/event-management-guidelines/nsw-guidelines-bicycle-road-races.pdf>

Notice of Intention to Hold a Public Assembly

https://www.police.nsw.gov.au/__data/assets/pdf_file/0007/275560/Notice_of_Intention_to_Hold_a_Public_Assembly.pdf

Australasian Performing Right Association (APRA) - Copyright

<https://www.apraamcos.com.au/about/what-we-do/how-music-copyright-works>

Event Management Examples

An example of the following documents are located on the page indicated:

- Emergency Services Correspondence Example
[Page 47](#)
- Event Budget
[Pages 48 - 51](#)
- Event Evaluation Survey Example
[Pages 52 - 53](#)
- Event Marketing Plan
[Pages 54 - 55](#)
- Event Planning Checklist
[Pages 56 - 61](#)
- Media Release Example
[Page 62](#)
- Post Event Evaluation
[Page 63](#)
- Publicity/Promotional Use Permission
[Page 64](#)
- Risk Warning, Waiver and Disclaimer Example
[Pages 65 - 66](#)
- Sponsorship Proposal Correspondence Example
[Page 67](#)
- Transport Providers Correspondence Example
[Page 68](#)

Emergency Services Correspondence example

A Microsoft word copy of the Emergency Services Correspondence can be downloaded from Greater Hume Council website under the Events Guide tab.

Name of Organisation/Organising Committee

First Line of Address

Second Line of Address

Contact Phone Numbers

Insert Date

Insert Name of Emergency Service eg NSW Fire Service, NSW Ambulance, NSW Police

First Line Address – eg Street or Postal Address

Second Line Address – Suburb, State, Postcode

To Whom It May Concern

RE: Insert name of your Event, Event Location and Event Date

The **insert name of organisation/organising committee/Event Organiser** will be conducting **insert name of event** in **insert event location** and **insert event date/s**. The event and road closures have been approved by the Local Traffic Committee and Greater Hume Council.

The event will involve road closures of **insert street names, boundaries and key landmarks**. The road closures will take place from **insert commencing time** and will be cleared by **insert end time**.

The Event Controller who will be in charge of the event site on the day will be **insert event controllers name** and they can be contacted on **insert mobile phone number, insert landline phone number and insert email address**.

We look forward to your favourable reply.

Yours sincerely

Insert name of writer

Insert position on event organising committee

Event Budget Example

Microsoft excel or word copies of the Event Budget can be downloaded from Greater Hume Council website under the Events Guide tab.

Event Name _____

Budget (ex GST)

Revenue	Budget Estimate	Actual	Variance	Supplier	Notes
Sponsorship					
Corporate Sponsorship					
Corporate Membership					
In Kind Sponsorship					
Exclusive Rights					
Subtotal					
Miscellaneous					
Ticket Sales/Entry Fees					
Stallholder Fees					
Merchandise Sales					
Support from Foundations/ Individuals					
Subtotal					
Total Revenue					
Employee Related Expenses					
Event Workforce					
Additional Casual Staff					
Recruitment					
Including Volunteers					
Training					
Uniforms/T-Shirts					
Subtotal					
Operational and Logistical Expenses					
Venue					
Venue Hire					
Waste Management					
Cleaning					
Security					
Subtotal					
Entertainment					
Artists					
APRA Licensing etc					
Fireworks/Special Effects					
Subtotal					

Expenses	Budget Estimate	Actual	Variance	Supplier	Notes
Operational and Logistical Expenses cont					
Event Catering					
Staff/Volunteers/Crew Catering					
VIP/Hospitality					
Catering					
Wait Staff					
Subtotal					
Vehicle/Transport Costs					
Fuel and Oil					
Cab Charges					
Vehicle Hire					
Accommodation					
Airfares					
Parking and Toll Charges					
Freight					
Subtotal					
Production Expenses					
Infrastructure/Sound/Lighting/Staging					
Screen					
Staging					
Audio					
Lighting					
Power					
Barricades					
Generators					
Toilets					
Fencing/Barricades					
Structures eg Marquees and Stalls					
Temporary Seating					
Subtotal					
Equipment and Furniture Hire					
Furniture, Glass and Cutlery					
Sports/Performance Equipment					
Radio Communication Equipment					
Subtotal					
Signage					
Storage					
Production of Banners/ Signage					
Subtotal					

Expenses	Budget Estimate	Actual	Variance	Supplier	Notes
Other Operating Expenses					
Marketing and Communications Expenses					
Market Research					
Brand Development eg logo and mascot					
Advertising eg Print, Radio, Television and Billboards					
Promotion eg Launch					
Website Including Domain Name and Design					
Hosting					
Letterbox Drop					
Media Centre/Work Areas					
Subtotal					
Printing/Publications					
Printing					
Photocopying Expenses					
Graphic Design					
Photography/Video					
Multimedia Production eg CD, DVD for promotion					
Record					
Subtotal					
Administrative Expenses					
Postage					
Courier					
Phone/Internet					
Mobile Phones					
Stationery					
Subtotal					
Services					
Accounting					
Legal Services					
Noise Monitoring					
Language Services (Interpreters/Translators)					
AUSLAN Interpreters					
Medical					
Consultants (Miscellaneous)					
Subtotal					
Financial					
Insurance Public Liability					
Insurance General Liability					
Tax					
Subtotal					

Expenses	Budget Estimate	Actual	Variance	Supplier	Notes
Miscellaneous Expenses					
Ticketing Costs					
VIP/Hospitality Expenses					
Consumables					
Out of Pocket Expenses (non FBT)					
Out of Pocket Expenses (FBT)					
Loss and Damages					
Donations					
Prizes and Awards					
Subtotal					
COVID 19					
Plan					
QR Code					
Restrictions					
Security					
Subtotal					
Total Expenses					
Contingency					
Contingency - A Contingency of 10% is Recommended					
Total Contingency					
Total Revenue					
Total Revenue					
Total Expenses					
Grand Total					

Event Evaluation Survey Example

Microsoft word copy of the Event Evaluation Survey can be downloaded from Greater Hume Council website under the Events Guide tab.

We appreciate you taking the time to complete the following survey to assist us with evaluating the success if the event.

Gender Male Female Other

Age Under 25 25-44 45-64 65 & Over

Your usual residential postcode or suburb _____

How did you hear about the event?

TV Sponsor Radio Website

Brochure Newspaper Advertising Social Media

Other (Please Specify) _____

How did you travel to the event?

Car Bus Hire Car

Train Plane

Other (Please Specify) _____

Name of town you stayed in _____

Number of nights stayed None 1-2 3-5 6 Plus

What type of accommodation did you use?

Hotel Motel Caravan Park/Cabins

Friends/Family Self Contained Serviced Apartment

Farm Stay/B&B

Other (Please Specify) _____

Number of people who attended with you None 1-2 3-5 6 Plus

Who attended with you?

Single/Partner Couple Friends

Tour Group Children Under 12 Children Over 12

Stall Holder/Performer

Other (Please Specify) _____

Event Marketing Plan

Microsoft word and excel copy of the Event Marketing Plan can be downloaded from Greater Hume Council website under the Events Guide tab. This plan has been designed as a guide to assist in the preparation of a Marketing Plan.

Event Name													
Event Date Check for competing events, visit #greaterhumecouncil													
Time(s)													
Location													
Background How did the event start? Is it a one-off or regular event? Is there a community, charity or commercial focus?													
Event Description Briefly describe what will be happening at the event.													
Objectives Identify your primary objectives of your event. What is the outcome you are trying to achieve?	Objectives should be measurable. Examples might be to raise a specific sum, opportunities for youth, entertainment, historical or cultural benefit etc. 1 2 3												
Target Audience Describe the people you will be targeting. Consider their general interests (consider what will appeal to them and activities available).	People:												
	<table border="1"> <thead> <tr> <th></th> <th>Males</th> <th>Females</th> <th>Singles</th> <th>Families</th> <th>Couples</th> </tr> </thead> <tbody> <tr> <td>N/A</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>		Males	Females	Singles	Families	Couples	N/A					
		Males	Females	Singles	Families	Couples							
	N/A												
Age Group:													
<table border="1"> <thead> <tr> <th></th> <th>Under 18</th> <th>18-24yrs</th> <th>25-39yrs</th> <th>40-54yrs</th> <th>55+yrs</th> </tr> </thead> <tbody> <tr> <td>N/A</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>		Under 18	18-24yrs	25-39yrs	40-54yrs	55+yrs	N/A						
	Under 18	18-24yrs	25-39yrs	40-54yrs	55+yrs								
N/A													
	Other audience information:												
Branding Identify the features that make your event unique or special.	Event name: Does it clearly describe your event, what the event is about? Consider a slogan. Details:												
	Logo: Does the event have a strong logo design or a specific brand? Do you have a theme? Details:												
Strategies Identify 3-5 strategies that will be used to achieve the event objectives.	1 2 3 4 5												

<p>Event Promotion Provide an overview of the measures you will use to implement your marketing strategies.</p>	<p>List methods of promotion eg. advertising, media release, invitations, letter drop, social media campaign etc</p>
<p>Budget Develop a marketing and promotion budget for your event. What percentage of your overall event budget is appropriate to allocate to this? Refer to Budget example.</p>	<p>Estimated Budget: Consider the dollar value required to implement your event (calculate estimate from budget template). Do you already have sufficient funds, are profits sufficient or do you need to seek grants or sponsorship?</p> <p>Estimated Expenditure: Consider requirements such as printing, signage, paid advertising, photography and other promotional material, etc.</p> <p>Estimated Income: Consider income from all likely sources – eg: grants, sponsorship, ticket sales, donations, sales of food and beverages.</p>
<p>Research This will help determine the likely success of the event. Research is an important part of your event planning. For regular events refer to the previous event evaluation.</p>	<p>Economic Impact: What is the volume of patronage expected to attend your event? Who are they, are you attracting local people or patrons from afar? What is the value the event will contribute to the local economy? Will participants and spectators stay locally in paid accommodation?</p> <p>Social Impact: How will the event be perceived by participants and the general community? Are there social benefits, eg improved community relationships, community pride, healthy living or cultural values?</p> <p>Is this event inclusive for all (including those with a disability)?</p> <p>Environmental Data: Is there environmental impacts? Consider energy use, sustainable (waste) practices etc.</p>
<p>Risk Management While the overall event plan will include a risk assessment, you should evaluate risks associated with your marketing and promotion.</p>	<p>Accuracy of Information: Consider the erection and dismantling of signage in accordance with safe work practises.</p> <p>Ability to Provide Services:</p> <p>Contingency Information: eg weather risks, signage implementation and management on days of extreme windy conditions.</p>
<p>Monitoring Identify steps to evaluate the success of your event. Consider items such as meeting your objectives, promotion, publicity and media attracted by your event. Other achievements and how well you managed any problems. Refer to Event Evaluation Form.</p>	

Event Planning Checklist

A Microsoft word and excel copy of the Event Planning Checklist can be downloaded from Greater Hume Council website under the Events Guide tab.

Task	When	Responsible	Notes	Completed
Pre Event				
Planning				
6 – 12 Months				
Go to Greater Hume Council's website under Quick Links, Events Guide tab for Events Guide.				
Go to Greater Hume Council's website, Events Calendar to consider conflicting or competing events for your preferred dates.				
Roles and Responsibilities: <ul style="list-style-type: none"> • Form an event organising committee and allocate roles and responsibilities. • Arrange an Event Organiser. 				
Type of event - describe the event: a show, parade, exhibition, is it participatory or spectator? If participatory, what are the activities involved (games, reading, exercise, etc.)?				
Estimate the size of the event (number of patrons).				
Location/venue; consider capacity, accessibility (Reception desk is at a height that is accessible for people who use wheelchairs, the speakers platform is accessible for people who use wheelchairs) and facilities.				
Venue is close to accessible public transport and accessible parking.				
PA system (microphone and speakers) for meetings/ events in a space with poor acoustics or with 16 or more people.				
Budget				
6 – 12 Months				
Prepare budget for event and monitor expenditure and income.				
Sponsorship: <ul style="list-style-type: none"> • Develop sponsorship proposal for cash or in kind. • Identify potential sponsors. • Follow up sponsorship proposals. • Develop sponsor testimonials. • Acknowledge sponsors. 				
Grants: <ul style="list-style-type: none"> • Research and prepare grant applications. • Acknowledge grant providers. • Grant acquitals. 				
Programming				
6 – 12 Months				
Review/develop event objectives.				
Develop event program.				
Book performers, entertainment and Master of Ceremonies.				
Send confirmation letters and pay deposits.				
Acknowledgment of Country/Welcome to Country				

Event Accessibility	Ongoing			
<p>Venue</p> <ul style="list-style-type: none"> • Wheelchair accessible – people who use wheelchairs can enter, exit and move about easily. • Accessible toilets. • Functioning hearing loop. • PA system (microphone and speakers) for meetings/events in a space with poor acoustics or with 16 or more people. • Venue is close to accessible public transport and accessible parking. • The speakers platform is accessible for people who use wheelchairs. • Reception desk is at a height that is accessible for people who use wheelchairs. 				
<p>Sign language interpreters</p> <ul style="list-style-type: none"> • Large public meeting / event - if the event is a large public meeting / event where members of the public do not need to RSVP or it is highly likely that people will turn up without RSVP, a sign language interpreter is booked at least 3 weeks in advance. • Meetings / Consultations - Sign language interpreters will be booked if and when any attendees/participants indicate requirement when RSVP is received. 				
<p>Invitation</p> <ul style="list-style-type: none"> • WORDING - All invitations must include the following wording "If you have any access or support requirements in order to participate fully, please let us know when you RSVP. Please note: The venue is accessible for people using wheelchairs". • FORMAT - The invitation (Word and PDF) conforms to "Guidelines for producing readable text" by Vision Australia especially in relation to minimum font size 12, font type, layout and contrast colour etc. • DISTRIBUTION - The invitation is available in Word or html format. If a PDF format is designed and distributed (hard and soft copies) this will be accompanied by electronic circulation of Word or html version containing identical information. 				
<p>Videos</p> <ul style="list-style-type: none"> • The video is captioned. • Presenters have been reminded that if the video contains any text that is not accompanied by voice over, the text will be read by the presenter. 				

Event Accessibility	Ongoing			
<p>PowerPoint presentations</p> <ul style="list-style-type: none"> Any images/photos shown/included in presentations will be described by all presenters. Any text that is specifically referred to on the screen should be read (that is, presenters do not say "As you can all see or read"). 				
<p>Documentation to be circulated prior to, or at, meeting / event</p> <ul style="list-style-type: none"> Documents (including agenda, issues papers, reports etc.) conform to "Guidelines for producing readable text" by Vision Australia. If documents are circulated prior to, or at, the event, accessible formats should be circulated concurrently or arrangements made for access to accessible formats (accessible formats include large print, Braille and Word or text versions of documents on CD, memory stick or by email). Please note - PDF documents are not accessible for people who use screen reading technology. 				
<p>Layout of room</p> <ul style="list-style-type: none"> Sufficient circulation space exists for people who use wheelchairs. Seating for people who use wheelchairs is reserved at the front or middle of the room if possible (not always at the back!). If a sign language interpreter will be present, seats are reserved at the front for people who are deaf or have a hearing impairment so they have direct line of sight and are close to the interpreter. 				
<p>Groups activities (meetings, consultations, seminars and workshops)</p> <ul style="list-style-type: none"> If group activities (including ice-breakers etc) are planned, the needs of people with disability have been considered and addressed so full participation of all participants is ensured. 				
Approvals	6 Months			
<p>Council Approvals (if required) including:</p> <ul style="list-style-type: none"> Venue Booking. Event Notification and Approval. Application for Development/Construction. Street Permits. Food and Drink Notifications. Transport Management Plan (Traffic Control Plan). Risk Assessment. Approval for Amusement Devices. 				

Approvals		6 Months			
Site Preparation and Plan: Design plan of venue/event site including: <ul style="list-style-type: none"> Plan to scale. Show North point. Area you propose to use. Indicate structures such as stage, bar, toilets. Streets binding the area. Fixed structures such as amenity blocks. 					
Food permits required from www.foodauthority.nsw.gov.au and provide a copy to Council.					
If using music, apply for APRA permit - www.apra.com.au					
Apply for Liquor Licence through Service NSW Website, Liquor and Gaming NSW.					
Risk Management		Ongoing			
Book first aid officers.					
Develop Risk Assessment Plan.					
Obtain relevant insurance and forward to Greater Hume Council for events with Council involvement.					
Develop Contingency Plans - wet weather, low attendance etc.					
Develop an emergency plan considering communication and procedures/plans.					
Are waivers and disclaimers necessary?					
Is security required?					
COVID 19		Ongoing			
Current restrictions?					
Is a plan required?					
Sufficient sanitisers, masks, signage					
QR Code posters on display					
Is security required?					
Contractors		6 Months			
Order equipment eg stage, lighting, PA system etc.					
Book portable toilets, fireworks, marquee and generators.					
Book and confirm all contractors in writing.					
Check insurance - public liability, staff, volunteers etc.					

Vendors		6 Months			
Book vendors and stall holders and confirm in writing: <ul style="list-style-type: none"> • Times of operations and venues. • Request details of electrical and other requirements. • Request copy of Certificate of Currency (insurance). • Application for temporary food premises permit. • Advise Council of Food Vendors. Seek a completed stall holders application where applicable.					
Ensure that food operators are aware of food serving requirements and notification to NSW Foods.					
Service and Equipment		Up to 6 Months			
Book required equipment, public address system, tables, chairs, signage, barriers etc. Take note of hiring conditions, particularly cancellation/refunds.					
Temporary Structures/Marquees – confirm bookings and establish set up responsibilities.					
Ensure electrical equipment is safe for use and the venue has suitable electrical capacity.					
Amenities – consider if there is sufficient toilets (including disabled toilets), are portable facilities required?					
Waste removal – discuss additional requirements with Council if necessary.					
Consider Transport Management Plan requirements ensure barriers, signage, VMS boards, traffic controllers or other requirements are arranged.					
Marketing and Promotion		3 – 12 Months			
Develop Marketing/Communication Plan (incorporating Accessibility).					
Protocols: <ul style="list-style-type: none"> • Invitations to official guests. • Aboriginal Cultural Protocols. • Auslan Interpreters 					
Design accessible promotional material.					
Design and/or update website/facebook/social media.					
Distribute accessible flyers/posters/brochures to the community.					
Submit promotional information to Greater Hume Council Tourism and Promotions area.					
Letter box drop to surrounding residents.					
Ticketing and Invitations		4 Months			
Design tickets/invitations and develop refund policy.					
What's included in the price of the ticket?					
Distribute (tickets at gate, pre-sold, online etc.) investigate ticket selling outlets and collection of tickets/RSVP's.					
Security for lost or stolen tickets.					

Security Plan		4 Months			
Book security and two way radios.					
Arrange crowd control.					
Arrange cash security, counting locations and transport.					
Cleaning and Maintenance Plan		2 Months			
Book toilet cleaners and extra paper and supplies if appropriate.					
Clean up venue/mow lawn/ clear area of debris etc.					
Organise garbage and recycling bins and waste removal.					
Other		2 - 6 Months			
Organise awards/trophies/certificates.					
Decorations.					
Organise Licensed Traffic Controllers (contact details for the Event Organiser).					
Are VIP labels required?					
Volunteers and staff.					
Prepare scripts or run sheets.					
On the Day					
Gather staff and emergency services for full briefing.					
Organise volunteer registration sign on/off area and entertainers area.					
Circulate contact list with mobile numbers and emergency numbers to all staff/volunteers.					
Confirm chain of command in case of emergency.					
Distribute incident reporting method.					
Conduct final rehearsal and sound check.					
Brief Meeter/Greeter and Minder for VIPs.					
Distribute event kit with essentials.					
Brief traffic controllers on site.					
Post Event					
Removal of all equipment and rubbish.					
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 evaluation report.					
Claim the date for your next event and register with Greater Hume Council.					

Media Release Example

A Microsoft word copy of the Media Release example can be downloaded from Greater Hume Council website under the Events Guide tab.

LOGO/NAME OF ORGANISATION

Media Release

Date

NOMINATIONS ARE NOW OPEN FOR AUSTRALIA DAY AWARDS

Greater Hume Council has many unsung heroes who generously dedicate their time and energy to our communities, now is the time to say thank you by submitting a nomination for an Australia Day Award.

Mayor, Cr Heather Wilton said, "This is a wonderful way for communities to show their appreciation of the tireless work of our many volunteers right across Greater Hume Council."

Closing date for nominations from residents of Greater Hume Council for its Australia Day 2018 Awards is Wednesday 3 December. Awards will be announced at the official Australia Day celebration to be held on Friday 26 January 2018 at Jindera.

Residents are encouraged to nominate local people/events for each of the following categories:

- Citizen of the Year
- Young Citizen of the Year
- Community Event of the Year
- Sports Award of the Year

Applications should be forwarded to the General Manager, Greater Hume Council, PO Box 99, Holbrook NSW 2644. Nomination forms for all award categories are available from Council's Customer Service Centres at Culcairn, Henty, Holbrook, Jindera and Walla Walla or at www.greaterhume.nsw.gov.au

Further information can be obtained by contacting Kerrie Wise, Tourism and Promotions Officer, Greater Hume Council on 02 6036 0186 or kwise@greaterhume.nsw.gov.au.

Steven Pinnuck
General Manager

Ends.

For further information please contact:

Kerrie Wise

Tourism and Promotions Officer

M: 0448 099 536

Post Event Evaluation Example

A Microsoft word copy of the Post Event Evaluation example can be downloaded from Greater Hume Council website under the Events Guide tab.

[This form is for the use of event organisers.](#)

It is important to allow time after an event to review how the whole event came together and to iron out any concerns or issues that may have arisen.

Name of event _____ Dates _____

Were the timeframes realistic Yes No

Ratings:

Efficiency of the organisation of the event 1 Fair 2 Good 3 Very Good

Variety of activities in relation to theme 1 Fair 2 Good 3 Very Good

Rating of event overall 1 Fair 2 Good 3 Very Good

Comments

Location/s _____

Facilities _____

Timing (any conflicts) _____

Duration _____

Facilities and venue adequate _____

What worked _____

What did not work _____

Event Success _____

Feedback from attendees _____

Would you hold the event again? _____

Publicity/Promotional Use Permission Form Example

Permission for **insert name** to use the following information;

- Personal Information eg name, likeness, image, photograph, video and voice recordings or endorsements.
- Copyright Material eg written, artistic or musical works, photographic, video or sound recordings.

At **insert name** discretion this information may be used in the following manner:

- External publications such as newspapers, newsletters and magazines;
- Council publications, such as posters, brochures, booklets and displays; videos;
- Intranet and internet sites including social media.

For the purposes of the Privacy Act 1988, these are classified as generally available publications.

Insert name will hold full usage rights and copyright of the images.

Insert name seeks your permission to use your/your child's information for such purposes. While all care is taken **insert name** is not responsible and cannot control third parties sharing and reproducing images, videos, musical works or recording once it is placed on the internet.

Acknowledgement and Consent

I acknowledge that I have read the details outlined above. I give permission for personal information and/or copyright materials in which I/my child are involved in to be used for publications and public relations activities by **insert name**. This may include use in print and electronic media, video, internet and social media. If the person is under the age of 18 a parent or guardian must sign.

I have spoken with
(Child's/Children's name/s) and they understand and are happy with how their image will be used.

First Name/s _____ Surname _____
Adult Child Under 18 Years of Age

First Name/s _____ Surname _____
Adult Child Under 18 Years of Age

First Name/s _____ Surname _____
Adult Child Under 18 Years of Age

Address _____

Postal Address _____

Phone Mobile _____

Signature _____ Date _____

Name Parent/Guardian _____

Signature Parent/Guardian _____

Keep a Copy for Your Records.

Risk Warning and Waiver / Disclaimer Example

Microsoft word copy of the Risk Warning and Waiver / Disclaimer example can be downloaded from Greater Hume Council website under the Events Guide tab.

Waiver Example

As organiser of **insert name of activity**

On **insert date**

Risk Warning and Waiver of Contractual Duty of Care

Civil Liability Act, 2002

Contract for the supply of **insert name of the type of activity being conducted**

By participation in the name of the event today I agree to do so at my own risk.

I know that my agreement operates to exclude any liability in negligence for harm that I may suffer.

I have been warned that this recreational activity may cause physical harm to me or to someone under my control or accompanying me, and I confirm that I do not have a condition, medical or physical, that could prevent me from, or be aggravated by, participating in this activity.

Examples of the risks I have been warned about include:

- | | |
|---|---|
| <ul style="list-style-type: none"> • Tripping, slipping and falling • Collision with someone or something • Something giving way unexpectedly • Back injury, strains • Spillage and burns • Trip hazard | <ul style="list-style-type: none"> • Bites and stings • Sharp tools and equipment • Sun • Poisoned by chemicals • Injury from falling branches • Car accident |
|---|---|

Participants Name

Signature

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

Another way that a waiver can be used is in a letter to the participants when you are inviting them to participate in your event.

The letter may contain other relevant information that they need to be aware of, such as details of the event, insurance and other requirements, and at the same time requires confirmation of their participation by signing the letter or attached containing among other information, the following wording:

Risk Warning - Civil Liability Act 2002

I/we agree to participate in this event at my/our own risk and to indemnify and keep indemnified the **insert committees name here** against all claims, suits, actions or demands which may be brought in respect of any injury or other loss sustained by me/us or anyone participating in the **insert name of the event** and agree to exonerate the **insert name organising committee name here** from all responsibility and from all loss or injury to any person due to alleged liability or otherwise.

Signed _____

Name _____

Position _____

Organisation _____

Date _____

Note (If under the age of 18 years parent or guardian signature is required)

Disclaimer Example

Sample 1

Considerable care has been taken in the production of this **insert document type**. No responsibility can be accepted for any errors or omissions; however the publishers would welcome any advice from users of any inaccuracies or desirable amendments.

Sample 2

Every effort has been made to ensure the accuracy of this **insert document type** and all details were correct at the time of publication. All information and facilities indicated on the individual entries have been provided by those businesses. Prices and facilities shown are subject to change without notice.

Important Note:

These are samples only.

It is important that you first seek legal advice on the best approach for your organisation.

Sponsorship Proposal Correspondence Example

A Microsoft word copy of the Sponsorship Proposal Correspondence example can be downloaded from Greater Hume Council website under the Events Guide tab.

Insert Name
Insert Address
Insert Date

Dear **Insert Salutation**

Insert Subject/Name of Event

I am writing to you regarding the **insert name of event** to be held at **insert location** on **insert date/s**. You would be aware that the **insert name of event** was held on **insert date** and proved to be an outstanding community event with large numbers of people enjoying the **insert a description of the event/entertainment provided**. You can read more about the event in the attached prospectus.

This year, the organising committee would like to offer **insert prospective sponsor's name** an opportunity to be a major sponsor of the event.

We are seeking the sponsorship of \$ **insert amount** which would provide **insert a description of what the sponsor receives eg advertising**.

As a sponsor for the event **insert prospective sponsor's name** will receive the following benefits:

- **Insert prospective sponsor's name logo included on all event signage at venues;**
- **Insert prospective sponsor's name logo in all event marketing print material and possible newspaper advertising;**
- **Insert prospective sponsor's name brand in the event program;**
- **Verbal acknowledgement at the event.**

Read more about the package in the attached prospectus.

This event is exceptionally well patronised by the community and we are sure that through your support of the **insert year/date/s event, insert prospective sponsor's name** will gain significant exposure and recognition as an organisation committed to the local community.

Thank you again for your support, should you have any questions concerning event details please contact **insert contact person's name and contact details**.

Looking forward to your favourable reply

Yours sincerely

Transport Providers Correspondence Example

A Microsoft word copy of the Transport Providers Correspondence example can be downloaded from Greater Hume Council website under the Events Guide tab.

Name of Organisation/Organising Committee

First Line of Address

Second Line of Address

Contact Phone Numbers

Insert Date

Insert Name of Transport Providers eg Local Bus Services

First Line Address – eg Street or Postal Address

Second Line Address – Suburb, State, Postcode

To Whom It May Concern

RE: Insert name of your event in event location on event date

The **insert name of organisation/organising committee** will be conducting **insert name of event** in **insert event location** on **insert event date/s**. The event and road closures have been approved by the Local Traffic Committee and Greater Hume Council.

The event will involve road closures of **insert street names, boundaries and key landmarks**. The road closures will take place from **insert commencing time** and will be cleared by **insert end time**.

The event organiser who will be in charge of the event site on the day will be **insert event controllers name** and they can be contacted on **insert mobile phone number** or **insert landline phone number**.

Yours sincerely

Insert Name of Writer

Insert Position on Event Organising Committee

Note: This correspondence is only applicable should the event fall on operating days of the transport provider, for example, if the operator provides a bus service during weekdays (eg school buses) and the event is to occur on the weekend, this form would not be required.



Greater
Hume
Council