



Event Framework

OVERVIEW

Vibrant community events play a vital role in social connections, increasing visitation and economic development. The Mount Barker District Council supports approximately 75 community events each year that return \$6 million in economic value to our townships.

Mount Barker District Council (MBDC) is made up of 16 townships and hosts a population of 37,000 people. Each township has vibrant community members who are passionate and proud of their townships which leads to great community run events. MBDC supports all different types of events with a portfolio ranging from community, sports & recreation, history, environmental, arts & culture, social, youth, seniors, disability and tourism.

There are three event classifications:

- **Major Tourism**
Events that attract visitors to our region from Interstate and International markets and add value to local industries & township benefiting the local economy.
- **Regional Events**
Events that attract visitors from outer regions that encourage community members to increase their participation in the community and include supporting local businesses.
- **Local Community Events**
Events focused on the local community having a strong focus on social connectivity benefitting the local community.

COMMUNITY PLAN 2044

OUR VISION

To be the most liveable region in South Australia.

PEOPLE OBJECTIVES

We understand that our people and the communities in which they live are by far our greatest asset. With many new residents moving to the district each year, creating connected, supportive and inclusive communities is an important focus for the Community Plan. Our district is home to a diverse mixture of rural settlements and growing urban environments, so the need to build capacity in our communities to foster social inclusion, engage with young people and support those living with a disability has never been more important. Council also recognises the need to support programs which allow our ageing

residents to be active and engaged members of their communities and which provide opportunities to support ageing in place.

People Objective 6

Children and Youth: our District will have an inclusive environment where children and young people can thrive, feel valued, heard and respected and have the skills and resources to reach their full potential.

People Objective 7

Positive Ageing: we will have a range of community services, housing, support and programs which allow our seniors to live independently, be active and fully participate in our communities.

People Objective 8

Disability, Access and Inclusion: ensure everyone in our community is supported to reach their full potential.

People Objective 9

First Nations People, Culture and Heritage: recognise our First Nations people as Traditional Owners of the land.

People Objective 10

Community Connectedness and Diversity: foster a sense of community and connectedness and celebrate diversity by promoting inclusivity, and creating opportunities for community to engage in meaningful dialogue, cultural exchanges, and activities that celebrate the richness of diversity.

People Objective 11

Volunteer Support and Recognition: deliver, facilitate and support a diversity of volunteering opportunities and celebrate our volunteers for their valuable contributions.

People Objective 12

Safety and Resilience: people feel safe throughout the district and community resilience is supported and encouraged.

PLACE OBJECTIVES

Nestled in the Adelaide Hills, our district provides one of the most unique places in South Australia. By preserving our natural landscapes and safeguarding our cultural heritage, we lay the groundwork for a vibrant community. Through collaborative efforts with the government and private sectors, we aim to enhance our local surroundings, ensuring accessibility, and promoting community wellbeing. We are dedicated to enriching our unique character while managing growth and development for the betterment of our community.

Place Objective 14

Open Space and Public Realm: enhance the accessibility and quality of public spaces for recreation, social interaction, wellbeing, and environmental sustainability.

Place Objective 16

Community Facilities: increase the use of community facilities to provide safe and accessible facilities which provide opportunities for social interaction and inclusion.

ECONOMY OBJECTIVES

A strong, diverse and growing economy provides the basis from which our community can prosper. Supporting local businesses will create opportunities for growth and innovation, whilst producing quality local products and services. Working in partnership with the government and the private sector we aim to attract investment that creates and sustains a thriving circular local economy that provides for a diverse range of local employment. Our existing unique economic attributes will be strengthened whilst we explore new markets and opportunities for growth. Together, we can build a resilient and dynamic economic landscape that leads us to a prosperous future.

Economy Objective 21

Events and Activation: expand the existing events calendar to drive increased visitation, per capita spend, contribute to positive brand identity and community wellbeing.

Economy Objective 22

Tourism: enhance the local economy and community vibrancy by activating tourism through strategic investments in infrastructure, events, and partnerships that showcase the regions unique attractions and cultural experiences.

Economy Objective 23

City Centre and Township Vibrancy: support and develop a critical mass of business and activation within key main street and employment precincts.

LEADERSHIP

From inclusive decision-making and streamlined public services to fostering collaborations and continuous learning, our objectives are geared towards ensuring a responsive, accountable, and innovative Council that meets the needs of our community.

Leadership Objective 28

Collaboration and Partnerships: foster collaboration and build strategic partnerships between Council and external stakeholders, including businesses, non-profit organisations, and community groups, to address shared challenges and achieve common goals for the betterment of the community.

Leadership Objective 30

Continuous Learning and Innovation: develop a culture of continuous learning and innovation within Council, fostering creativity, adaptability, and excellence in service delivery and governance practices.

EVENT CLASSIFICATIONS

MAJOR TOURISM – by Expressions of interest only

Destination events that attract visitors to our region from interstate & international markets and add value to local industries & township benefitting the local economy.

Objectives	Event Responsibilities	Council Requirements	Example events
5,000+ attendees • Attract people from intrastate, interstate & internationally • High value economically & brand promotion • Supports local business • Has a strong 'place branding'- improving the awareness and image of the region/ township • Encourage overnight visitation • Business leveraging & investment opportunities • Supported By South Australian Tourism Commission • Provides significant economic benefits to our District • Increased visitor spending with local business • Promotes the region as a visitor and event destination • Building positive relationships with local organisations/ businesses in order to plan & deliver the event. • Enhancing the profile of our district and region through association with the event	• Funded independently • Australian Tourism Data Warehouse registered • Written agreement and process • Extensive event management plan provided • Event run by professional event organiser • Emergency services involved with planning • Road Closures • Substantial Risk & Emergency Management Plan	• Significant financial contribution from MBDC • Event team input • Own work order • Funded via Economic Development	• Tour Down Under • Gather Round • Adelaide Festival • Car rallies • Caravan & Camping Show • Music Festivals

REGIONAL EVENTS

Events that attract visitors from outer regions that encourage community members to increase their participation in the community & include supporting local businesses.

Objectives	Event Responsibilities	Council Requirements	Example events
Up to \$10,000 (3,500 attendance +) • Unique events to region/ townships • attract people from intrastate/ interstate • Encourage day trip & overnight visitation • Have the capacity to attract visitors & media interest from outside regions • Regional events that strongly represent the history, industry or other aspects of the host region and may become Tourism events overtime • Strengthening relationships with other organisations in the District to support the planning and delivery of the event • Increased visitor spending with local business • Building positive relationships with local organisations/ businesses in order to plan & deliver the event. (event organisers encouraged to obtain letters of support from local organisations/ businesses/ other relevant parties they will be working with)	• Australian Tourism Data Warehouse registered • Demonstrate growth in size & attendance or diversifying the experience they offer • Is financially sustainable - has other major stakeholders or partners • Emergency Services involved with planning • Risk and Emergency Management Plan	• Event team input • Financial contribution from MBDC or in-kind i.e. Traffic Management • Event infrastructure	• Large Christmas Event • Township Festival • Food & Wine • Music Festival • Cultural Festival • Street Festival

COMMUNITY EVENTS

Events focused on the local community having a strong focus on social connectivity benefitting the local community.

Objectives	Event Responsibilities	Council Requirements	Example events
Up to \$6,000 - Improving the quality of life enjoyed by host communities- providing recreation & entertainment - Celebration of community values , culture & history - Building social cohesion & community pride - Local audience - Increasing opportunities for strengthening connection between community members - Provision of opportunities for participation in physical activity - Increasing alternative approaches to reduce social isolation - Increased opportunities for community members to participate in activities that celebrate cultural diversity - Promoting positive aging and/or celebrating and promoting young people - Attracts local people and surrounding Council areas - Engagement of other local community groups	- Australian Tourism Data Warehouse registered - Provide marketing plan - With social / sporting purpose - Low investment and risk - Provide marketing plan - Emergency Services Involved with planning	- Significant event team input/ guidance - Financial contribution from MBDC or in kind i.e. Traffic Management - Focus on safety & security - Engagement of other local community groups - Event infrastructure	- Country Shows - Christmas Pageant - Christmas Carols - Sporting Events - Strawberry Fete - Lions Bike Show - Hills Winter Lantern Festival - Forest Festival - Club events - Women's Pioneer Walk - Steam Ranger Open Day - Toy Run - Meadows Easter Fair - Car Show - Battunga Country Weekend

REQUIREMENTS FOR ALL EVENTS SUPPORTED OR RUN ON COUNCIL LAND

MBDC requires the following documentation for events that are supported by MBDC or those that are run on Council land:

- Certificate of Currency Public Liability (Min \$20million)
- Risk Management Plan
- Emergency Response Plan
- Site Plan
- Draft run sheet / program/ event management plan
- Signed letter of indemnity
- Event evaluation

Other documentation that may need to be supplied includes:

- Temporary food notification
- Fire permit
- Permit to conduct Activities on Council land
- Crowded places Assessment (SAPOL)
- Traffic Management Plan
- Amusement ride procedure
- Event Budget
- Marketing plan
- Liquor licence application info

EVENT SUPPORT PROGRAM PROCESS

Process	Description	Timeframe
Applications	• The Event Support Program has one round a year. • Applications are received through an expression of interest form outlining the basic event details and approx. amount of money they are seeking. • Once new financial year budget released, applications are granted preliminary approval.	Round opens in April/May and closes in June
Assessment eligibility	The Events & Community Development team will panel all the event applications and assess the categories they fit.	June/July
Approval	Once applications have been assessed, a recommendation will be sent to Council. Successful applicants will be emailed. *Note - no money will be paid to event organisers until all relevant event documentation has been received and Permits approved.	July/August
Acquittal	All supported events are required to complete an event evaluation after the event.	Must be received before the end of financial year

OTHER EVENTS

New Events

Each year if a new event seeks Council support, where the event has a large potential to grow and create economic benefits to the Community, a multiyear deal can be arranged. This would occur over 3 years and supply the event stability with guaranteed support. The cash funding would decrease each year as the event builds and grows.

Council Run Projects

Different Council Projects that need an official opening/ launch. Some projects require this as part of their funding agreements. These events need to be funded through the Projects budget.

Civic Events

Council is obliged to support Civic events that occur in our Council district. These events are open and accessible events that provide a social benefit or arts/ culture/ tradition or community life.

They may be community driven or organised by MBDC and may only need a small amount or no financial contribution. (Examples: Anzac Day, Remembrance Day, Citizenship Ceremonies, Australia Day, Reconciliation/ NAIDOC week).

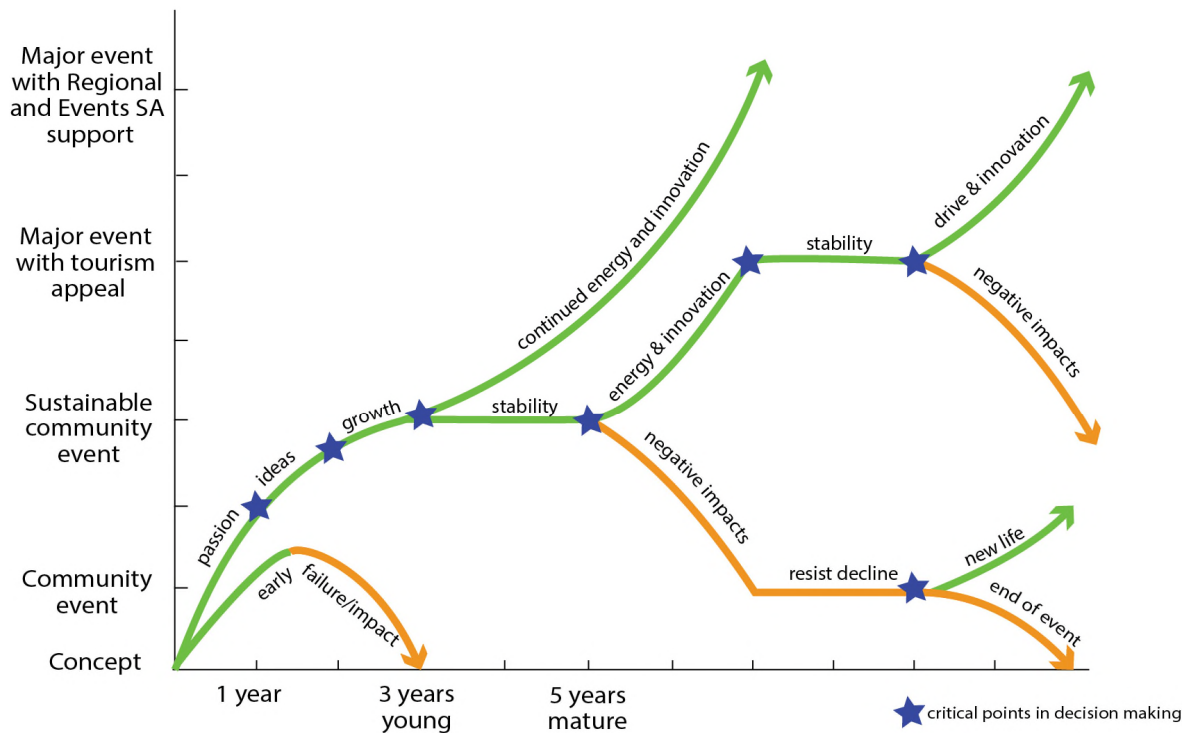
UNDERSTANDING THE LIFECYCLE OF AN EVENT

Whether an event is small or large, community or tourism focused it inevitably has cyclic challenges. The longer an event runs the harder it is to maintain enthusiasm, develop innovative and fresh ideas.

Most events managed under the MBDC Event Support Program are run by dedicated teams of volunteers representing their community and ambitious to deliver economic, social and environmental outcomes. Council staff have the opportunity to liaise with event organisers to maximise the potential life cycle of events in our district.

Events have relevant assessment criteria, through their documentation, finances, event delivery and attendance numbers, captured through the event evaluation process. MBDC staff work with events to ensure the lifecycle of the event is sustainable and always growing.

A typical life cycle can be summarised in the following diagram:



Life Cycle of Community Events

Initial process can support events as 'one off' or 'odd ball event' opportunity too good to miss.

Event Cancellation

If a festival or event is cancelled from unavoidable reasons such as inclement weather, pandemic etc, they must contact Council as soon as possible. Depending on the circumstance the Council will honour the Sponsorship, however the organisation will need to provide an updated budget of costs spent.

Damages

Organisers of events are responsible for any damage done to Council land/ property during/ after an event on Council land. The costs associated with repairing such damage will be the responsibility of the organiser, however all repair work should be undertaken in consultation with Council.

EVENTS TOOLKIT

MBDC has an Events toolkit for running events in the District, this covers any permits and licenses and other things to consider when running an event (including checklists).

For more information refer to www.mountbarker.sa.gov.au/discover/events