



Events 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 returns \$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 2020-2035

COMMUNITY WELLBEING

Community Wellbeing is the basis of everything we do and supported through safe, friendly & inclusive towns & neighbourhoods. High quality, accessible facilities and services enhance livability, enable healthy activity and thriving sporting, artistic & cultural activity. We encourage and support individuals, local organisations & community groups in their endeavours & celebrate their achievements.

CW Objective 1.4

Promote & support local service recreation & sport & associated community groups & clubs.

CW Objective 2.1

Promote & support a connect-learn-lead and strength-based community development model that engages the community & empowers it to demonstrate leadership, autonomy & sustainability.

CW Objective 2.2

Prioritise facilities, programs, planning and policy that supports our priority populations, for example families, our elders, young people & people with a disability

CW Objective 2.3

Support the operational sustainability of local organisations and community groups

CW Objective 2.4

Deliver, facilitate & support diversity of volunteering opportunities

CW Objective 3.1

Promote, support & help deliver community, cultural, music, artistic & sporting activity & events that encourage social interaction, connection & celebration

CW Objective 3.4

Recognise the cultural heritage & history of Australian Aboriginal people & promote & support, reconciliation, including potential Peramangk naming of locations & facilities

CW Objective 4.2

Work with the community to help understand and comply with relevant public safety regulations and by-laws

ECONOMIC PROSPERITY

The district's economy is underpinned by low emissions, smart & sustainable industry & commerce that serves to improve community wellbeing & liveability. More people work locally than commute and investors are attracted by our innovative business and entrepreneurial environment, high quality employment opportunities and a supportive approach to long term partnerships. Our economy thrives using the principals of regenerative and circular design, valuing nature & distribution of wealth, power & knowledge to all'.

EP Objective 1.1

Promote the district as a smart community which encourages local enterprise and activity that improves lives and ecosystems

EP Objective 2.1

Develop, support, sponsor & promote events, festivals & activities

EVENT CLASSIFICATIONS

MAJOR TOURISM

Destination events that attract visitors to our region from Interstate & International markets and add value to local industries & township benefiting the local economy.

Objectives	Event Responsibilities	Council Requirements	Example events
<ul style="list-style-type: none"> • 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 events 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 	<ul style="list-style-type: none"> • Funded Independently • ATDW registered • Written Agreement and process • Extensive event management plan provided • Event run by professional event organiser 	<ul style="list-style-type: none"> • Significant financial contribution from MBDC • Focus on safety & security • Significant Event teams Input • Own Work Order • Funded via Economic Development • Road Closures • Emergency Services Involved with planning 	<ul style="list-style-type: none"> • TDU • Adelaide Festival • Car rallies

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
\$5000 Max (3,500 attendance +) <ul style="list-style-type: none"> 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) 	<ul style="list-style-type: none"> ATDW registered Demonstrate growth in size & attendance or diversifying the experience they offer Is sustainable- has other major stakeholders 	<ul style="list-style-type: none"> Own Work Order Significant events team input Assist with Road Closures Emergency Services Involved with planning financial contribution from MBDC or in-kind i.e. TM Focus on safety & security Events infrastructure 	<ul style="list-style-type: none"> Christkindlmarkt All British Day MRA Toyrun Meadows Easter Fair

LOCAL 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 \$4k <ul style="list-style-type: none"> 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 Has other Major Stakeholders 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 Positively promoting positive aging and/or celebrating and promoting young people Attracts local people and surrounding Council areas Engagement of other local community groups 	<ul style="list-style-type: none"> ATDW registered Provide marketing plan With Social / Sporting purpose Low investment and risk Provide marketing plan 	<ul style="list-style-type: none"> Significant events team input/ guidance Road Closures Emergency Services Involved with planning financial contribution from MBDC or in kind i.e. Traffic Management Focus on safety & security Events infrastructure Engagement of other local community groups Events infrastructure 	<ul style="list-style-type: none"> Country Shows Pageant Carols Major Sporting Events Strawberry Fete Lions Bike Show HWLF Forrest Festival Club events Break up Sports, i.e. Horse events Women's Pioneer Walk Community Carols Steam Ranger open Day

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
- COVID Safe plan / Management plan
- 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 license application info

EVENT SUPPORT PROGRAM PROCESS

Process	Description	Timeframe
Applications	<ul style="list-style-type: none">• 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 and closes in May
Assessment eligibility	The Events & Community Development team will panel all the event applications and assess the categories they fit.	June
Approval	Once applications have been assessed, a recommendation will be sent to Council. Preliminary approval letters will be sent to event organisers. *Note - no money will be received to event organisers until all relevant event documentation has been received and Permits approved.	July
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 small amount or no financial contribution. (Examples: Anzac Day, Remembrance Day, Citizenship Ceremonies, Australia Day, Reconciliation/ NAIDOC week)

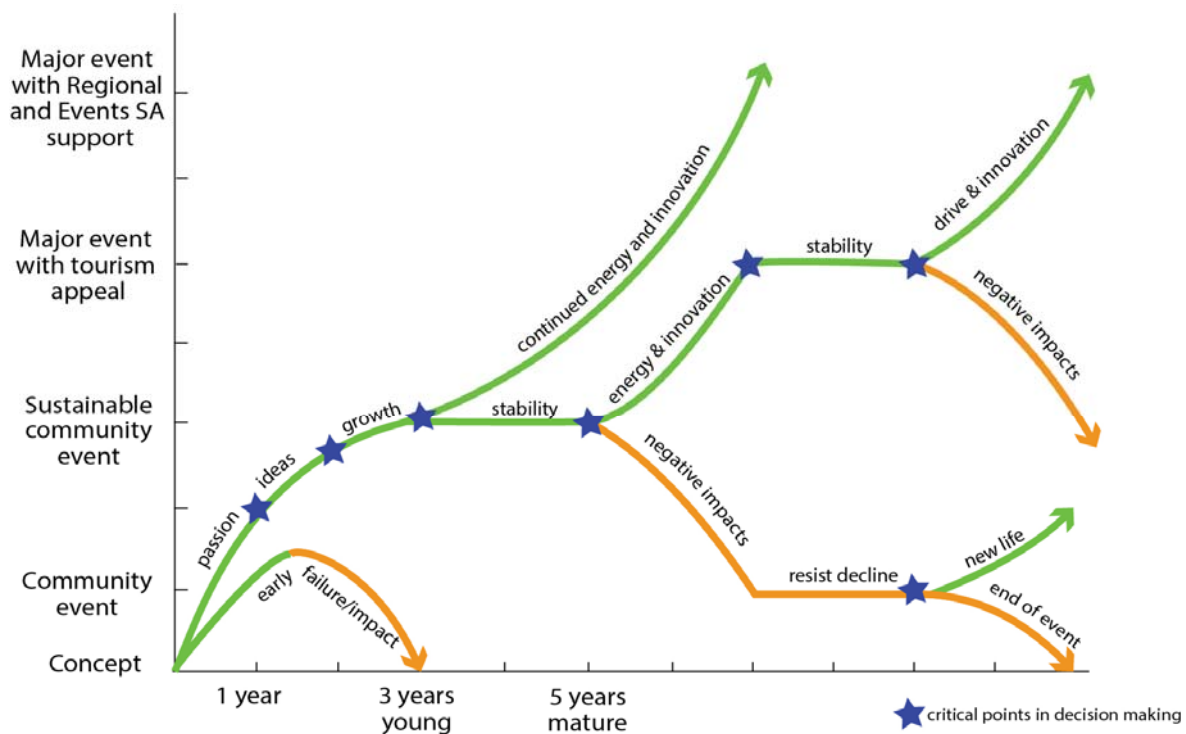
UNDERSTANDING THE LIFECYCLE OF AN EVENT

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 Community 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 event is sustainable and always growing.

A typical life cycle can be summarized 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, the 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/tourism/events