

MAJOR EVENTS POLICY

Policy Number:	3.3.1
Approved by:	Council
Date Approved:	December 2024
Date of Next Review:	December 2026
Applicable to:	Council, Council staff and temporary employees, volunteers, contractors and consultants engaged by Council.
Responsible Officer:	Manager Economic Development
Related Policies:	Nil
Related Documents:	Community Assistance Grants Scheme Community Assistance Grants Guidelines and Assessment Criteria Wellington Shire Council Event Planning Guide Wellington Shire Council Event Funding Guidelines
Statutory Reference:	Nil

OVERVIEW

The Wellington Shire Council actively supports and encourages the hosting of major events within the municipality. The Council recognises events can contribute positively to the economy of Wellington Shire.

THE POLICY

Event Objectives

The Wellington Shire Council has identified the following objectives in relation to events:

1. Support the development of major events that contribute to the economy of communities within Wellington Shire.
2. Ensure events are conducted with high safety standards and in accordance with relevant legislation and best practice.
3. Position Wellington Shire as an attractive destination for new and existing events that will result in economic, marketing and community benefits.

Event Support

Major events are defined as those that attract participants/spectators and visitors from outside the municipality, usually over a number of days, thereby providing an economic benefit. Such events are supported by Council with a 'Project Team' approach and require a significant lead time to enable funding to support the event to be sought through Council's budget process.

Council sponsorship of major events is subject to the estimated economic benefit and must align with Council's Event Funding Guidelines. These events are normally separate to those approved under Council Community Grant funding process.

The Wellington Shire Council will provide a range of support measures to major events. This support may include:

- Advice, guidance and information to event organisers on venues, risk management, health and building legislation and requirements.

- Provision of information on Council requirements and the issuing of permits and permissions.
- Loan of events equipment (subject to availability and health restrictions).
- Assistance with networking and engagement of local businesses to maximize economic benefit.
- Exposure via Council's The Middle of Everywhere brand, free event listing on app and website and social exposure where possible.
- Council sponsorship of the event subject to application assessment and Council budgetary approval.
- Advice and support in seeking State Government funding (subject to eligibility).

Best Practice

The Council requires events to engage best practice in areas including but not limited to: access and inclusion, environment management and sustainability, environmental health, cultural considerations, risk and safety management, event planning, traffic management, insurance and child safe standards. The Wellington Shire Council Event Planning Guide is available for event organisers.

REVISION HISTORY

VERSION	DATE	SUMMARY OF CHANGES
1.0	December 2022	Date of next review changed to: December 2023
1.1	December 2023	Date of next review changed to: December 2024 Minor formatting changes Insertion of related documents, and clarifications to references of best practice
1.2	December 2024	Date of Next Review updated to December 2026 Minor formatting changes Insertion of related documents Clarification to references on best practice