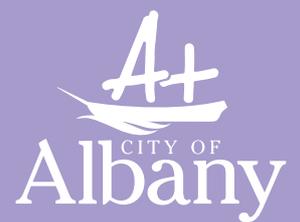




*THIS IS YOUR*

# **EVENT APPROVAL GUIDELINES**



## MESSAGE FROM THE MAYOR

Welcome to the City of Albany's Event Planning Guide. This guide has been developed to assist you with staging successful events within our vibrant city.



To successfully manage these events and meet our legislative requirements to facilitate public safety, we have developed the Events Approval Process.

The City of Albany's Events Team aim to provide you with advice and expertise to guide you through the Events Approval Process.

This guide is a valuable resource and will assist you to plan and hold safe and successful events within the City of Albany. It provides a step-by-step process with information on your responsibilities as an event organiser.

Events are a crucial component of a strong community, enhancing its social fabric while also providing significant and often lasting economic benefits.

They also contribute to the City of Albany's five strategic objectives – Smart, Prosperous and Growing; Clean, Green & Sustainable; A Connected Built Environment; A Sense of Community; and Civic Leadership.

Events assist us in realizing our vision "to be Western Australia's most sought after and unique city to live, work, and visit".

I encourage you to use this guide and use the support and services available through the Events Team at the City of Albany.

**Dennis Wellington**  
**Mayor of Albany**

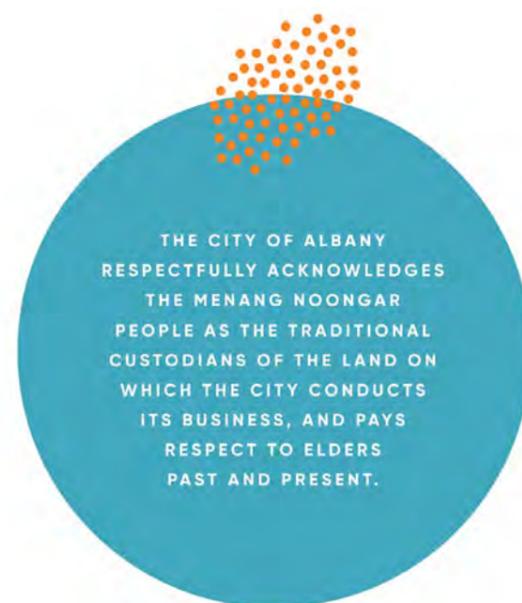


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102 North Road, Yakamia, WA 6330.  
Phone: (08) 6820 3000



## CONTENTS

Message From The Mayor	4
Events in the City of Albany	6
Do I Need Event Approval	7
We Are Here to Help	8
Application Process & Requirements	10
Sponsorship and Funding Opportunities	12
Weddings	13
City of Albany Commitments	14
Sustainable and Accessible Events	15
Healthy Event Catering	16
Food and Beverage Promotion	17
Event Planning	18
What is an event?	19
Site Plan	20
Emergency Service Access	21
Infrastructure	22
Selling as part of your event	25
Noise management	26
Safety and Security	27
Communications and Marketing	28
Signage and Traffic Management	30
Crowd Management	31
Waste Management	31
Alcohol Management	32
Petting Zoo	33
Glossary	34

# EVENTS IN THE CITY OF ALBANY



## Do I Need Event Approval?

If you are organising an event within the City of Albany, you will need to complete an Event Approval Application Form if you answer yes to any of the following questions:

- Is your event open to the public
- Is your event providing food to the public?
- Will your event have large infrastructure e.g. a marquee, stage, portable toilets etc.?
- Will your event impact on traffic or pedestrians?

## Why You Need an Event Approval

The City of Albany is required by legislation to ensure events comply with basic requirements to ensure public safety. The City of Albany also aims to ensure that the community is well informed about events to maximise positive outcomes and minimise negative impact.

## Event Approval Application

The starting point of the Events Approval Process is the Event Approval Application Form. This application will allow the City of Albany to assess your event and any potential risks associated.

Forms can be found [here](#) and by contacting the Events Approvals and Projects Officer or (08) 6820 3035  
[eventsapprovals@albany.wa.gov.au](mailto:eventsapprovals@albany.wa.gov.au).

## Other Forms

If you want to hold your event at the Albany Town Square or Albany Town Hall, you will also need to complete the appropriate venue booking form.

There is a cost to hire these facilities; however you may apply for support via our In-Kind Application process.

If you want to book any of the City of Albany grounds for an activity, such as a birthday party or a wedding, completion of the Grounds Booking Form is required.

Forms can be found on the Events page of the City of Albany [website](#).

## Meet the Event Approval Team

Within the City of Albany, we have an entire team committed to providing helpful advice to aid the successful delivery of your event. The Event Approval Team have the responsibility of reviewing all event applications that are submitted to the City of Albany and aim to facilitate the delivery of safe and successful events.

The team consists of many different departments, including Environmental Health, Risk Management, Traffic Management, Emergency Management, Rangers, Stakeholders Management, Reserves, Communications and more. Each department considers different aspects of each event.

The City of Albany is enthusiastic about seeing diverse, colourful, inclusive and sustainable events in our community. The Events Team can support you through the Events Approval Process.

## Meet the Events Approvals and Projects Officers

The Events Approvals and Projects Officer is the main contact person for event organisers. The officer's role is to oversee the event approval process. The Events Approvals and Projects Officer will liaise with the event organiser and may set up a meeting to discuss your application, if required. Once an event has been approved by the Events Approval Team, they will send the organiser an approval letter, which will include any conditions that may apply to the event.

The Events Approvals and Projects Officer will be available throughout the approvals process to provide the organiser with any assistance as necessary.

Contact details are as follows:  
Events Approvals and Projects Officer  
Tel: (08) 6820 3035  
Email: [eventsapprovals@albany.wa.gov.au](mailto:eventsapprovals@albany.wa.gov.au)



## Application Process

There are many City of Albany departments involved in the approval process, it takes time for each team to respond to your application. As a rule, the City of Albany requires your application 60 days prior to your event to allow sufficient time for the approval process to be completed. Please see below for a timeline:

1. Event Organiser reads the Event Planning Guidelines and determines whether event approval is required.



2. 60 days before the event, the Event Organiser completes the Events Application Form and submits to the Events Approvals and Projects Officer.



3. Event Approval Team assesses the application and provides feedback which may require more information from the event organiser. This process may take several weeks.



4. City officers may require a meeting with the Event Organiser to discuss aspects of the application such as reviewing your site plan. Once all the documentation has been approved, the Events Approvals and Projects Officer issues your event approval letter and certificate with event conditions.



5. Compliance inspections should be expected on event day, if applicable.



## Event Approval Application Requirements

When lodging an event application, the following information may be required (if applicable) and will form part of your overall event application.

- Running sheet (including bump-in/bump-out and event timings)
- Public liability insurance
- Site plan
- List of approved food vendors
- Communications plan
- Traffic management plan
- Emergency management plan
- Risk management plan
- Evacuation plan

## Benefits of the Event Approval Process

### → Tools and Resources

The City of Albany has a range of information and examples available to ensure that you facilitate safe and successful events.

### → Event Approval Application Assistance

The City of Albany understands that the approval process can seem complicated. The Events Approvals and Projects Officer is available to support you in this process.

### → Grants and Sponsorship

The City of Albany offers a range of grant and sponsorship opportunities such as the Community Events Funding Program and the Regional Events Sponsorship Program. For more information on grant and sponsorship funding, please refer to page 12.

### → Event Promotion

The City of Albany can promote your event through a range of channels, including the City of Albany website, Facebook page, the Community Newsletter and by displaying your event posters on our community noticeboards.

### → Venues

The City of Albany manages a number of beautiful parks, gardens, reserves and public spaces which may be the ideal place to host your event. We also have a range of spaces that may be hired such as the Alison Hartman Gardens and Town Square.



## Sponsorship and Funding

### Community Funding

The City of Albany aims to build a sustainable, vibrant, engaging and inclusive local community and improve the quality of life and opportunities for all residents and visitors. Community Funding supports this aspiration through stimulating community-driven initiatives and activities that enhance community engagement and participation, build community resilience and wellbeing, and celebrate community identity, history and heritage.

The City of Albany provides for a diverse range of community health and wellbeing needs through all of its service areas, many of which are statutory responsibilities.

For more information on Community Funding, please contact the Senior Community Development Officer on (08) 6820 3023.

### Regional Event Sponsorship

This program is designed to attract and support the staging of regional events that are regional economic drivers for the Albany destination. A regional event is defined as possessing the capability to attract a significant number of visitors from outside the region and is more than just a local festival. It must possess substantial drawing power.

For more information please refer to the City of Albany [website](http://www.albany.wa.gov.au).

## Weddings

### Beaches

The City of Albany has authority over many beaches, however, Department of Parks and Wildlife manages some of the beaches associated with a reserve. It is in your best interest to advise the City of Albany if and/or when you are using any beach for your wedding so the City of Albany can advise if there are any other activities occurring in the area at the same time. The local Department of Parks and Wildlife office can be contacted on (08) 9842 4500 or [albany@dpaw.wa.gov.au](mailto:albany@dpaw.wa.gov.au)

### Marquees

No temporary structure is to be erected at any facility, reserve or public open space without prior approval. Any umbrellas are required to be weighted down as pegging is prohibited unless you have prior approval.

### Decorations

The City of Albany strongly supports the protection of the natural environment and therefore discourage the use of helium balloons, confetti and rice as they cause damage plants and wildlife.

### Fire

Any naked flame torches in public open spaces are strictly prohibited during the fire season. If you wish to make enquiries about using candles during this time please contact the Department of Fire & Emergency Services (DFES) or our Events Approvals and Projects Officers who can enquire with the City's Emergency Services Team.

### Exclusive Space

We have to keep public areas available to the public. The Crown Land Act (Reserves) does not allow for exclusive use of the space or for an area to be physically cordoned off from the public. Please Note: the point of booking a public space is not to reserve the space for exclusive access, it is to reduce the chance of double bookings.

### Vehicles

No vehicle is authorised to access any facility or public open space unless you have prior approval. To seek approval, please state your intention on the Grounds Booking form.

### Photography

Permission is not required by the City of Albany; however where relevant it may be wise to seek permission from any businesses and properties that appear in your photographs.

### Fees

From 1 July 2019, A fee of \$50.00 is payable upon submission of your application.

### Power

Power and amenities are available at some locations. Please contact the Events Approvals and Projects Officer on (08) 6820 3035 for more information.

# CITY OF ALBANY COMMITMENTS

Aligned with the City of Albany  
Community Strategic Plan



## Sustainable Events

The City of Albany has a responsibility to consider environmental impacts when approving events. We therefore encourage event organisers to make their event as “green” as possible. The City’s Community Strategic Plan (Albany 2023) and Carbon Footprint Reduction Strategy (2014) states that we aim to achieve Clean Green Sustainable outcomes.

The following tips should be considered:

- Encourage people to walk, ride their bikes, car pool or catch public transport. The City has a Travel Smart Officer that can work with you to develop ways to promote energy efficient ways of travelling to and from your event. Please contact the Travel Smart Officer on (08) 6820 3453.
- Use environmentally safe cleaning products and recycled toilet paper.
- Use recycling bins alongside standard waste bins.
- Use biodegradable serving products.

## Accessible Events

The City of Albany is committed to ensuring our city is welcoming and inclusive of people with a disability.

People with disability can face barriers when attending and participating in public functions in a variety of ways. They may experience difficulty hearing what is said, seeing small print on an invitation, climbing steps to the venue, understanding signage or using a rest room in the building.

When planning your event, it is important to consider:

- Did your invitation or promotional material state whether the venue is accessible to people who use wheelchairs?
- Does the venue have an accessible parking bay?
- Is there a continuous accessible path of travel, including kerb ramps, to your event?
- Does the venue have an accessible toilet?

For more information about making your event accessible to people with disabilities, please contact the Senior Community Development Officer on (08) 6820 3023 or visit the [website](#).



## Healthy Event Catering

The City of Albany, through its Community Strategic Plan and Public Health Plan, is focused on promoting and endorsing healthy events to positively contribute to people’s health and wellbeing.

Good nutrition is an essential part of our health and wellbeing. The City of Albany recognises that the ready availability of healthy food and beverage options at events can play an important role in creating a healthy environment for our community.

The preference is for catering to be consistent with the Australian Dietary Guidelines and the “Australian Guide to Healthy Eating” (please refer to links provided). Providing a variety of healthily prepared options is a great way to cater for a healthy event.

Feedback from proprietors, vendors and consumers involved in the provision and promotion of healthy food and beverage options indicates ongoing support and sustained overall sales activity<sup>1</sup>.

<sup>1</sup>Compiled from WA Health Department (SMPHU), WA School Canteen Association and Healthy Together Victoria Healthy Choices information and case studies.

The following guidelines encourage event organisers to endeavour to select and promote healthy food and beverages, with an emphasis upon options that:

- Support local produce and products
- Offer foods with a substantial fruit and vegetable content
- Offer foods with reduced or low amounts of added fat, sugar and salt
- Cater for different dietary requirements and preferences
- Promote water as the preferred beverage option
- Offer other beverages with reduced or low sugar content

### For more information and healthy catering tips:

Please contact the City of Albany’s Health Promotion Officer on 08 6820 3021 or visit:

[Australian Guide to Healthy Eating](#)

[Australian Dietary Guidelines](#)

[Healthy Choices Healthy Futures Catering Guide](#)



# EVENT PLANNING



## What is an Event?

As defined in the 2009 [Department of Health Guidelines for Concerts, Events and Organised Gatherings](#), an event is any “gathering of people brought together for a common purpose by some prearrangement”. It includes both regular and one-off events as well events which are public or private. This definition is very general and there is no one-size-fits-all for events. The next few pages detail items you will need to consider when completing your application.

## Risk & Emergency Management

Any event, regardless of size, will have risks associated with it and it is important that the event organiser has given consideration to potential risks and importantly, the measures that will help reduce the risk.

The City of Albany requires all events to complete an Emergency Plan Checklist for an Event. This document can be located within the Event Approval Application.

Our risk team will evaluate your event approval application and will determine the level of risk (low, medium, high, extreme).

Depending on this outcome, you may be required to submit a risk assessment/risk management plan.

Examples of a Risk Assessment Plan and/or a Risk Management Plan can be obtained from the Events Approvals and Projects Officer.

The Emergency Plan Checklist for an Event will respond to emergencies, what type of first aid will be available at the event and if there will be any security in place.

If your event is large or complex, a number of emergency services may need to be present. Please review the guidelines for concert, events and organised gatherings medical risk classification tool.

## Public Liability Insurance

Event organisers must show evidence of public liability insurance to the value of \$20million. A Certificate of Currency is required showing that the proposed event is fully covered. If you are contracting companies to provide services on your behalf, copies of sub-contractor insurance cover may also be requested.

## Event Running Sheet

A running sheet is a timeline of your event from start to finish, from the first peg in the ground to the last bag of rubbish put in the bin and everything in between.

## Contact List

It is useful to put together a list of all your key contacts for your event, including your staff, your volunteers and contractors, stakeholders, public, authorities and emergency services' details.

## Site Plan

You must provide the City of Albany with your site plan as part of your event application. In the initial stages of planning, a draft site plan is acceptable. Your site plan should be a clear plan drawn to scale, with the scale noted and a key on the plan. The site plan must identify the location of all aspects of the event including:

- first aid
- water
- toilets
- food/drink
- parking
- activities
- infrastructure including marquees, signage & power
- emergency service access to site

Correct site selection is a critical success factor for an event. Be sure that the site you select matches your expectations of size, location and available facilities. Some sites are not capable of accommodating large crowds and the amenities you need to have such as toilets and water. Other sites aren't able to sustain damage done to the grass with heavy infrastructure. Our Events Approvals and Projects Officer can provide some advice on site selection however it is up to you to select the right location for your event.

A final site plan will be required prior to your event.

## Public Safety/Emergency Service Access

Public Safety is a key priority of any event and on your site map you must be able to demonstrate access for emergency vehicles (such as ambulances, firetrucks or police) is available at all times during your event.

## Site Meetings

Please note that a site meeting with relevant City of Albany officers may be requested to ensure that the site is suitable and meets your event needs and requirements.

If you are booking the Town Square or Alison Hartman Gardens the Events Approvals and Projects Officer will make you aware of what is available onsite. Please refer to the relevant booking forms for further information about how to book each site.

## Parks and Gardens

The following conditions apply when using the City of Albany's parks and gardens:

- Structures, where permitted, must be weighted rather than pegged due to potential damage to irrigation systems.
- When using water-weighted structures, water weights must be pre-filled as water may not be available and cannot be emptied onto the grass.
- Under no circumstances should items such as rope, string or signage be tied, stapled or attached to any tree limbs or park infrastructure.
- Damage to trees, shrubs, lawns, flower beds or park infrastructure arising from the event or activity remains the responsibility of the applicant and reinstatement and repair costs will be sought from the event organiser. The event organiser remains responsible for any damage incurred by third parties, suppliers and any contracted services.
- Vehicles are not permitted to enter City of Albany parks and gardens without prior written approval. This request must be part of your event application.
- Access to the event site must be maintained at all times for emergency vehicles.
- Conditions of turf: depending on the specific site chosen, Reserve Services may require that protective boards or flooring (such as Profloor or Trakmat) are to be laid or containers or structures to be lifted to protect the lawns.
- Weight loading capacity of the park: most park pathways are not designed for heavy vehicle use. Lawn areas also become compacted because of ongoing use by vehicles. Event organisers should consider this in determining the site plan and request specific weight loadings for each site.
- Outdoor heating being gas heaters or open fire pits must have protective non flammable mats or bricks. On grassed areas notify your event approval officer and mark on site plan.

It is important to remember that the Parks and Gardens the City manages are available for public to use at all times, so it is important that they are left in the state in which they were found for the benefit of the next user.



## Infrastructure and Facilities

All infrastructure and facilities that are to be brought onsite for your event are to be included on your site plan. These would include: marquees, banners, barricades, site sheds, amusement rides, toilets, water facilities and stalls. Careful placement of infrastructure needs to be considered to avoid creating crowd issues or damage to the site. Please also ensure that you include the dimensions and weight loadings where applicable.

## Temporary Structures

A temporary structure is either one or a combination of the following structures used as an assembly building/place of public entertainment:

- a stage or platform exceeding 150 square metres
- a tent, marquee or booth with a floor area greater than 55 square metres
- a seating stand that accommodates more than 20 persons
- a prefabricated building with a floor area exceeding 55 square metres.
- Scaffolding + inflatable structures may also require approval.

You will need to include details of any temporary structures in the Event & Approval Application and be able to provide manufacturer structural design certifications, if requested.

If the event organiser is leasing a temporary structure from a supplier, it is recommended that a copy of the Structural Certification is obtained from the supplier and confirmed with the Events Approvals and Projects Officer prior to the goods being booked to avoid later complications.

## Events Operations Centre/ Event Hub

It may be necessary for you to have some sort of onsite operations centre set aside as an area where your staff and volunteers can meet for debriefs and/or meetings, as well as run the operations of your event. This needs to be detailed on your site map.

The purpose of the operations centre is to have a representative of the event organisation present on site at all times. Those present must be able to immediately address and action any problems arising during the event.

The operations centre can also double as a First Aid or Lost Child Post, making communication during incidents efficient and easier. Consider signposting this area to make it clear to the public.

## Toilet Facilities

The event organiser is responsible for providing adequate toilet facilities for patrons. Toilet facilities should be well lit to avoid security and safety hazards, remembering that portaloos don't have inside lighting. Toilet facilities also need to be provided with toilet tissue, soap and hand drying equipment and must be cleaned and re-stocked regularly. Hygiene bins and nappy bins should be made available. Toilets should also be located away from food storage and food services areas.

If your event runs at night, remember the toilets will need a light on the inside after dark.

Use the following guides to determine the number of toilets required at your event. These figures are for events where alcohol is not available. If alcohol is being provided, double the requirements in the table below.

Total Attendance Numbers	Female WC	Male WC	Male Urinals	Accessible Toilets
0-500	2	1	2	1
500-1000	5	2	3	1
1000-2000	10	3	5	1
2000-3000	12	4	8	2
3000-5000	20	7	14	3
For every 2000 people over 5000	2	1	2	1

Adjusting the Require number of Toilets at an event	
Duration of Event	Percentage of the above table values
More than 8 hours	100%
6-8 hours	80%
4-6 hours	75%
Less than 4 hours	70%





## Drinking Water Facilities and Access

Events should cater for the health and comfort of patrons. Depending on the type of event, drinking water should be made freely available or if not feasible, at a cost lower than the lowest price of any other drink sold to patrons. The location of drinking water facilities should be clearly indicated via directional signage. For example if you are having an event on a hot day, consider the provision of free water to your patrons for their health and safety.

## Power and Lighting

Requirements for power and lighting should be clearly outlined in the Event Application. The application needs to include locations and source of power, specifications of power used (such as amperage and voltage) and details of certified electricians or generator companies engaged for the event. Power is crucial to most events so it is important you have thought through how much you need, and have a plan in place should the site not provide a sufficient amount.

All electrical cables are to be laid out in a manner not likely to cause a safety hazard. No electrical cables are to lie on the ground unless adequately secured and protected.

In some locations, it is possible to use City of Albany mains power. If you require the use of City of Albany power and it is available at your event location, please communicate this to Events Approvals and Projects Officer who can arrange a key for access. Please note fees apply and the event organiser is responsible for ensuring that any independent operators must comply with the appropriate health and safety regulations. All leads, portable outlets and generators must be tagged by a licensed electrician and the Certificate of Electrical Compliance form needs to be signed and submitted to the Events Approvals and Projects Officer. Generators must be accompanied by a fire extinguisher.

## First Aid

To ensure incidents can be treated in a fast and effective way, Event Organisers are required to have a first aid presence at their event. The level of first aid required can range from a well-stocked first aid kit up to a qualified paramedic and ambulance on site. For most events, a qualified Senior First Aid officer and a well-equipped first aid kit will suffice. Event organisers need to complete the Emergency section in the Event Application. This section will require organisers to detail who will be responsible for providing first aid at the event. A copy of the Senior First Aid certificate will be required.

For more information on first aid contact St John Ambulance on (08) 9841 4212.

## Selling as Part of your Event

If your event includes the sale and/or supply of any of the following: goods, services, food, beverage, carnival rides, and merchandise, a vendor list will need to be completed outlining vendor contact details and description of items for sale.

## Food and Beverages (Environmental Health Services)

The sale of food and drinks is governed by Food Act 2008 and the Australian New Zealand Food Standards Code. It is the role of the City of Albany's Environmental Health Services team to monitor and inspect businesses to ensure compliance. As such, event organisers who have food vendors at their event are subject to these same conditions and are required to ensure that all vendors are registered with the City of Albany or by the local government authority from which the food business originates. These requirements relate to all food operations where any food or beverage, including sampling of these, is intended to be sold or given away as part of a charity, service organisation, fundraising, sporting, promotional or commercial event.

The event organiser must provide details and registration of their food vendors as part of their event application. Environmental Health Services can then ensure they meet all requirements of the Food Act 2008. The role and responsibilities of an event organiser include:

- confirming all food businesses operating at the event by providing a list of food vendors and a site map of the event at a minimum of 14 days before the event
- ensuring all food businesses are aware of the requirements to register and operate a food premises at an event

Applications for food business registration of a mobile food premises must be completed and submitted at least 60 days prior to the commencement of the proposed event.





## Noise Management and Music

Managing noise levels is an important part of the City of Albany's commitment to providing a liveable, supportive environment for all.

All events need to comply with the Environmental Protection (Noise) Regulations 1997. Consideration should be given to locating speakers to minimise the disturbance to neighbours.

Event organisers need to be considerate of the residents and business that will be affected in the surrounding area. Noise from vehicles, event activities, music and patrons can cause disturbance. Event plans should include strategies to address potential noise issues. Proactive measures such as crowd control, positioning of loudspeakers and timing of events can improve control of noise.

The City of Albany's Environmental Health Officers regularly monitor events and activities, such as spruiking and busking, to ensure compliance with local laws. Organisers may be required to pay additional fees to cover monitoring performed by Environmental Health Officers where their attendance forms part of the conditions of approval.

It is illegal to play protected sound recordings for commercial purposes without a license. The Australasian Performing Right Association (APRA) and the Australasian Mechanical Copyright Owners Society (AMCOS) jointly protect the rights of their members' and their musical works. The Phonographic Performance Company of Australia Limited (PPCA) represents the interests of record labels (licensors) and Australian recording artists. Both APRA | AMCOS and PPCA are not for profit bodies and exist to protect the rights of their members.

If you are playing music at your event, whether live or recorded, it is highly likely that you will need an APRA and possibly a PPCA license. The Events Approvals and Projects Officer can offer some advice on this.

## Notifying Relevant Authorities

It is the responsibility of the event organiser to ensure relevant public authorities are notified of your event.

## Safety and Security

The nature of your event and anticipated crowd numbers will determine the type of security you require. Depending on the size and scope of your event, event marshals may be used in place of security. Security personnel and/or crowd controllers:

- may be required for your event if you have a liquor license or are expecting more than 500 patrons.
- must be adequately briefed by the organisers prior to the event and be experienced in crowd control matters. The applicant should consider providing both male and female security personnel for appropriate access to toilets at venues.
- are to remain on duty at the conclusion of the event until the orderly dispersion of the patrons has occurred.
- are to monitor key event areas such as stage, bar, toilet, entry; exit areas to ensure there are no disturbances in these areas.

Please detail any security arrangements for your event for both liquor licensing requirements and general patron safety and security.

## Weather Contingency Planning

It is important to consider the impacts of the weather on your event and put into place plans to account for the various conditions that may occur. Planning for a public street parade will differ from a private corporate function within a park, however all events should consider contingency plans for weather and ensure this is part of their risk management planning. Event organisers are advised to monitor long range forecasts on the Bureau of Meteorology website in the lead up to their event. There are no refunds or credits for event sites not used due to unfavourable weather conditions.



## Communication and Marketing Plan

A communications and Marketing Plan is an essential tool in communicating consistent, timely and useful information to the community. This plan will help you decide what you want to communicate and how, when and where you will do this. It will essentially become a timeline for guiding your communication interactions.

It is useful to consider your plan in two parts, promotion and notification. The promotion section will consider how you will promote and market your event to attract attendees. The notification section will specifically target those who may be adversely affected by your event, for instance, residents who live on roads that you may intend on closing.

### Promotion

When you consider promotion you will want to consider how the public will hear about your event and what key messages you want to get across. This includes themes, activities, dates and times and locations and should be directed at your intended audience.

Promotion channels include:

- Posters and Flyers – Will these be designed in house or a graphic designer? Quantity? Where will you distribute?
- Social Media – How many posts? When/how often will you post? What will the posts include?
- Website – Is there an event website that will need to be monitored and updated?
- Newspaper advertisements
- Television advertisements
- Radio advertisement

You may also need to consider any commitments made to sponsors regarding advertising and promotion. For example; a sponsor may expect that their logo is included on any promotional material and want to view all marketing before publication.

## Promotion through the City of Albany

The City of Albany has a range of distribution channels that you may be able to use to promote your event. These include:

- [City of Albany Website](#)
- [City of Albany Facebook](#)
- City of Albany Community Newsletter (weekly publication)

Promotion through these channels is available to not-for-profit and community groups. Businesses are unable to promote through the City of Albany unless they are an event sponsor and the main focus is the event. The City only promotes events that do not have a political or religious affiliation or message.

### Inviting the Mayor

The Mayor, Councillors and CEO have many commitments. Should you wish to invite them to your event, a formal invitation must be sent at least 4 weeks prior to the event. The invitation can be sent via post:  
Mayor/CEO's Office, PO Box 484, Albany 6331  
or via email [staff@albany.wa.gov.au](mailto:staff@albany.wa.gov.au).

## Stakeholder Notification

In order to minimise any impact on surrounding stakeholders, communication is required and is vital to the success of your event. A formal letter will need to be sent to all stakeholders within the event precinct if roads are being closed, noise levels will be high or for any other reason that impacts on general activity in the event area. This will include surrounding residents and businesses to notify them of the event.

The Events Approvals and Projects Officer can assist with identifying the areas and streets to be included in your distribution. It is the applicant's responsibility to ensure that adequate stakeholder notification is conducted and evidence of this will be required for large events where road closures are in place.



## THE CITY OF ALBANY EVENT APPROVAL GUIDELINES

It is advised that the stakeholder notification letter be sent at least two weeks prior to the event start date. Depending on the nature of the event, stakeholder sign off may also be required. For more information, on Stakeholder Notification and engagement, please contact the Events Approvals and Projects Officer on (08) 6820 3035.

We encourage you to consider contacting businesses in the area to discuss ways to incorporate and/or accommodate them to reduce impacts on these businesses. This should be included within your Communication and Marketing Plan.

### Road Closure Newspaper Advertising

If your event involves a major road closure or impacts public transport, you will be required to advertise in printed press after gaining your permit. The advertisement must include the name, date and location of the event, the name and contact number of the organiser, road closure locations and include the opening and closing times of these road closures. Please note that minor road closures may still require advertising.

### Traffic Management Plan

For all manner of road closures or traffic stoppages (block and holds), the City of Albany will require the submission of an approved traffic management plan.

Arranging for roads to be closed is an eight week process, and requires the involvement of a traffic management company to write the traffic management plan. If you are intending on closing a main road (such as York Street), you will need to seek approval from the City of Albany in the first instance and then the local police and fire station. These organisations can take up to six weeks to sign off on your applications, so factor that into your planning.

Your traffic management plan will include:

- Locations of diversion and closure signs, road closures, barricades, traffic controllers, marshals and police
- Positioning of variable message signs, if required
- Time and date for installation and dismantle of infrastructure
- Timing of road closures and re-openings
- Implementation and management of closures and openings
- Affected public transport operators (for example, bus operators and taxi services)
- Details of the impact (where relevant), such as:
  - Service diversions (where to, how long for)
  - Changes to bus stops
  - Lists of extra services required (and additional staff required)
  - Stakeholder notification

For anticipated road closures in the CBD, please discuss first with the Events Approvals and Projects Officer.

## Pedestrian and Crowd Management

For larger events, you may need to consider Crowd and/or Pedestrian Management.

Pedestrian Management includes:

- How you will effectively manage pedestrians not attending your event, but who may be affected by it.
- Whether you will require barricades and/or signage
- Whether you will need a public transport pick up and set down areas

In the event of a breakdown of order, it is the event organiser's responsibility to implement adequate Crowd Management, however if you cannot control the situation, emergency services will take over. Some questions you should consider are:

- How many people can fit into the site when event infrastructure is in place?
- What is the expected size, demographic and nature of the crowd who will be attending your event?
- Are there suitable access and egress points into and out of the venue? Is there emergency vehicle access?
- What communications methods will be used for your event?
- What crowd control measures (such as barricades, signage, marshals) will you be putting in place? Will queues be forming and if so, where?
- Will vehicles and crowds be separated or in the same area?
- Who will take on what roles in regards to crowd management and what is the chain of command?



## Alcohol and Liquor Licensing

Under local laws, the City of Albany prohibits the possession and consumption of alcohol in thoroughfares and public places unless the person is doing so in accordance with a permit. This is enforced 24 hours a day, 365 days of the year. Consumption of alcohol is controlled under the City of Albany's Activities on Thoroughfares and Public Places and Trading Local Law 2011 (ATPPT Local Law 2011)

There are some exceptions where, in accordance with a permit, alcohol consumption may be permitted within Albany's CBD. An example would be where a liquor licence has been obtained and event plans have been approved by the City of Albany.

Security personnel will be required and evidence of Responsible Service of Alcohol (RSA) certifications may be requested.

Please contact the Department of Racing, Gaming and Liquor for all liquor licensing and allow a minimum of four weeks for processing of the application.

The City of Albany will need to see evidence of your liquor licence. Please note that approval of a liquor licence is not approval for your event, nor does an event approval guarantee you will receive a liquor license.

## Alcohol Management Plan

Major concerns with providing alcohol at events are preventing the sale or provision of liquor to minors, preventing unduly intoxicated/disorderly persons and preventing access by minors to licensed areas. Your licensed areas should be clearly marked on your site plan, as well as any dry areas, and water and food should always be made available to guests.

Your alcohol plan should detail:

- The type of alcohol that will be available
- The containers in which it will be served
- Provisions for container collection during and after the event
- Designated dry areas
- Food vending/provision areas and types of food available
- The number and location of security personnel who will manage the area (this may also be included in your security plan)
- The location of toilets and the ratio of toilets per attendees
- Name, details and evidence of certification for your approved manager
- The number of bar staff and evidence of Responsible Service of Alcohol (RSA) certification
- The proposed trading hours of the alcohol serving areas.

## Petting Zoo

If the event involves farms, zoos and exhibits where patrons may interact with animals, please include this in your event application. You have a requirement to notify the City of Albany of this so that Environmental Health Officers can provide you with important hygiene practice information.

For the purpose of this guide, 'petting zoo' is the term used to encompass open farms or premises where animals are made available for direct or indirect contact with members of the public. They include:

- Animal nurseries
- Zoos
- Friendship farms
- Wildlife parks/sanctuaries
- Nature education centres
- Travelling farms, animal troupes and circuses
- Agricultural shows and field days
- Mini farms and animal nurseries at schools
- Animal exhibits at shopping centres

Petting zoos are primarily for the enjoyment and education of children. However, there are risks associated with petting zoos. In order to minimise the risk of persons contracting diseases from petting zoo animals, please refer to the [Department of Health website, Petting Zoo Guidelines](#). Alternatively, you can contact the Environmental Health Officer at the City of Albany on (08) 6820 3071.

Thank you for your interest in holding an event in Albany. The City look forwards to assisting you with your event applicaiton. Please don't hesitate to get in touch with any queries you have.



## Glossary

### ATPPT Local Law 2011

Activities on Thoroughfares and Public Places and Trading Local Law 2011

### Bump-in

Refers to the process of setting up your event site prior to any activities starting. This may include setting up any infrastructure.

### Bump-out

Refers to the process of packing up all elements after your event has finished.

### Busker/Busking

A busker is considered to be an entertainer who is actively providing a performance in a public space in exchange for a donation.

### Certificate of Currency

Documentary evidence that an insurance contract is issued by an insurer, outlining the insurance policy details, dates of policy and the interested parties.

### Event

An event in this guide refers to both a large or small gathering that occurs in a certain place, during a certain time, which has some level of impact on the immediate surroundings.

### Event Application

An event application is the document (or combination of documents) an event organiser submits to the City of Albany detailing how they plan to run an event. Event applications must address all requirements depending on the complexity of the event. An event application is not required for a wedding.

### Event Approval

An event approval is the document an event organiser is issued upon successful submission of all event application elements required for their particular event. Your event approval will be emailed to you by the Events Approvals and Projects Officers once all criteria have been successfully met. Unless in accordance with an approval, a person must not conduct any special event on a road or in any public place without prior permission.

### Event Organiser

An event organiser is responsible for the overall management of the event, and will be the key

contact. The role and responsibilities of an event organiser include troubleshooting, logistical operations, delivery and liaison. The event organiser must be contactable throughout the event planning, staging and evaluation process.

### RSA

The RSA is the Responsible Service of Alcohol certificate. Having your RSA certificate is mandatory and permits you to work anywhere alcohol is served and sold. This includes bars, clubs, restaurants, licensed cafes, events and bottle shops.

### Risk

Risk refers to the probability and consequences of occurrence of recognised or potential threats/hazards. Risk depends on such factors as the nature of the hazard, the degree of exposure, the potential consequences and individual characteristics such as susceptibility to hazardous substances.

### Risk Assessment

Risk assessment means the process of evaluating the probability and consequences of recognised or potential threats/hazards arising from exposure to an identified hazard and for the purposes of this document includes hazard identification and risk control initiative.

### Risk Classification Tool

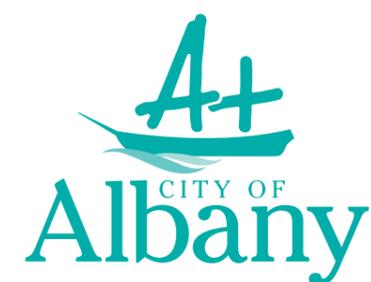
The Risk Classification Tool is included in the Events Booking Forms and is to be completed by event organisers. The tool is designed to identify potential risks/hazards that may occur at your event so that the event organisers can formalise a strategy for lower the risk.

### Site Plan

A detailed snapshot of the location identifying all aspects of the event including; infrastructure, facilities, pedestrian and traffic management, amenities, etc. The site plan should also reference streets, laneways and other distinguishable land marks.

### Stakeholders

Stakeholders refer to a person, resident, business or group with an interest in any happenings taking place in the vicinity of where their residence or business is situated.



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Synergy Ref:  
Adoption Date:  
Adoption Reference: