



### **Events Strategy 2011-2016**

### A community with great festivals and events

The Tweed is a dynamic and diverse community with many exciting festivals and special events held each year. These festivals and events showcase the area's unique natural environment and cultural heritage, create a sense of community and deliver a range of economic and social benefits. Council seeks to attract major events to the Tweed and to identify and develop local community events. Council will also provide assistance through financial support and/or professional development of event organisers to ensure the Tweed is a community with great festivals and events.

### **Council's role**

Festival and events in the Tweed are a major asset and contribute to the objectives of the Tweed Community Strategic Plan 2011/2021. The Plan identifies Council's vision for the Tweed to be recognised for its desirable lifestyle, strong community, unique character and environment and the opportunities its residents enjoy. Events of all shapes and sizes contribute to achieving that vision and play a role in some, if not all, of the four themes of the Community Strategic Plan 2011/2021.

Council will show its **civic leadership** by supporting the development of events in the Tweed as well as hosting its own events to educate and create a sense of community. Events don't always create an economic benefit but they all **support community life** so Council provides financial and in kind support to a wide variety of small to medium community events. Attracting major events to the Tweed contributes to **strengthen the economy** through generating jobs, increasing visitor numbers and encouraging business investment. A key responsibility of Council and event organisers is **caring for the environment**, to ensure a sustainable and environmentally friendly approach to the operation of all events. The Events Strategy aims to provide a framework to assist the community and Council develop and support festivals and events in the Tweed.

It outlines how Council will support the Tweed to be a community with great festivals and events from positioning the Tweed as an event friendly destination through to supporting small community events and infrastructure.

### **Objectives of the Strategy**

- To attract major events to the Tweed.
- To support the development of small to medium community events.
- To host Council events that educate and create a sense of community.
- To build and maintain Council's public assets to meet the needs of future events.
- To assist event organisers obtain permission to hold an event on public and/or private land.

Relevant strategies, policy and legislation Tweed Shire Council Festivals and Events Policy Tweed Shire Council Donations Policy Tweed Shire Council Sponsorship Policy Community Strategic Plan 2011/2021 Local Government Act, 1993 Environmental Planning and Assessment Act, 1979



### **Challenges**

- To continue the development of Tweed festivals and events in accordance with outcomes from audience and economic research and creative input from the community.
- Young people are looking for new, exciting events to engage with that meet their special interests.
- Sporting events are expanding with new regional, state and national competitions coming to the Tweed.
- The former *Wintersun* event on the NSW/Qld border is being replaced by a new, reinvigorated rock and roll nostalgia festival *Cooly Rocks On.* This festival is aiming to become a major international festival with an audience of approximately 100,000 including many interstate and overseas visitors.
- Business events such as state and national conferences are expanding at tourism resorts and clubs in Tweed Heads and along the Tweed Coast.
- Major growth is happening with many smaller community events across the Tweed.
- Tweed festivals and events all depend on the community for volunteers to successfully run their many activities, with more volunteers required each year.
- Tweed festivals and events operate in a dynamic environment of constant change and growth. There is a need to renew leadership every couple of years.
- Expanding opportunities are available for professional training locally with the development of Event Management Training Courses at Kingscliff TAFE and Southern Cross University Gold Coast/Tweed Heads.
- Need to improve the Event Management Planning of festivals and events to meet increasing expectations of audiences.
- Resources are limited within the community and there is increasing demand on Council to provide in-kind and funding assistance.
- Media coverage locally is excellent with support from various organisation, however there is still a need for more advanced information of what's happening. Many media outlets service the Tweed which has benefits, however also brings challenges with competing communication channels.
- Marketing cooperation and networking of festivals and events has started to happen and needs to be encouraged.
- Developing regional partnerships of Councils will eventually lead to more consistency in regulations for event suppliers across the region.
- Greater cooperation is needed between Tweed festivals and events and Destination Tweed to increase visitor numbers and enhance economic benefits.
- Engaging the community in creative developments will increase their sense of pride and ownership, and ultimately their enjoyment of Tweed festivals and events.



Whilst this strategy outlines Council's approach and role in making the Tweed a community with great events, event organisers also have responsibilities when hosting an event in the Tweed.

### Tweed festivals and events will endevour to:

- Contribute to the sense of community, lifestyle and unique character and diversity of the Tweed;
- Consult with Destination Tweed to maximise tourism and economic benefits;
- Strengthen the Tweed economy through supporting local industries;
- Ensure acknowledgment of any financial or in-kind support from Council as outlined in Council's Festivals and Events Policy;
- Promote the event on Council's free Calendar of Events;
- Be a waste-wise event and take a sustainable approach to caring for environment in their operations;
- Plan carefully to ensure an accessible, safe and successful event including all insurance and traffic management requirements;
- Provide accurate information to Council and other authorities;
- Operate safely using best practice risk management;
- Cooperate on marketing with other events;
- Carefully manage staff and volunteers;
- Adhere to all conditions related to permits for use as issued by Council and other authorities;
- Operate ethically and honour all financial agreements;
- · Respond appropriately to any complaints; and
- Undertake a review and evaluation post-event.



### Definitions

**Major Event** attracts audience numbers and/or participation greater than 1500; are run by a professional event management organisation with a long-term business plan and bring significant economic and social benefits to the Tweed.

**Small to Medium Community Events** meet conditions such as less than 1500 reasonably expected participants and spectators; are run by a community organisation or club; operate between the hours of 8am and 10pm for less than seven days; does not involve loud noise impacts or road closures; has a community benefit. They are accessible to the general public; provide for the physical, cultural or intellectual well-being of the community; are primarily for community benefit and are consistent with the accepted use of the reserve or facility. There may be commercial elements to the activity but this must be incidental to the event.

Public land includes beaches, parks and local roads controlled by Council or another public authority.

Council administered land is public land controlled by Council.

Private land is land owned by individuals or companies.

In-kind support is goods and services donated to assist without cost to the recipient.

**Financial support** is funding provided through grants, sponsorship or donations.

Event organiser/organisation is the association or company legally responsible for the event.

## **Objective**

### To attract major events to the Tweed

Major events bring excitement and opportunities to locals ranging from economic benefits such as a creation of jobs, increased purchase of local goods and services, business opportunities and adding to the quality of life in the Tweed.

The major events that Council is involved with range from those where the Tweed is a host area of a state sponsored major event, major events organised by state or national sporting clubs through to major events organised by a private company.

Council's intention is to:

- Develop the Tweed as a destination of choice for sports-toursim events.
- Attract major events to the Tweed that ensures a balance of enhancing the lifestyle, social development, community values and economic development of the Tweed community.
- Attain economic goals including growing local businesses and creating jobs by attracting external revenue through tourists and visitors attending major events and in the longer term by attracting businesses and future investment in the Tweed.
- Ensure the environment and public infrastructure are not adversely affected by major events in the Tweed and that event organisers appropriately monitor and mitigate any identified negative impacts of the event.
- Achieve best practice in the event management of all major events held in the Tweed to ensure the health, safety and enjoyment of all participants and spectators.



- Provide financial and in-kind support options that provides a competitive edge over other similar areas competing for major events of national significance.
- Engage the community in the planning of major events in the Tweed and to create opportunities for the community to become involved in the running of these events.

- Provide financial and in-kind support to attract suitable major events to the Tweed, with Council approval.
- Provide an experienced Communications Officer Events as part of its Communications and Marketing Unit.
- Work with Destination Tweed, the peak tourism and economic development authority, to attract major events to the Tweed.
- Provide a streamlined application process for events which take place on Council administered land.
- Ensure major events show environmentally friendly leadership in all aspects of event management.
- Encourage and assist with major event evaluations to assess the triple bottom line impacts and plan for strategic growth of events.
- Proactively provide expressions of interest and bids to secure long-term relationships with event organisations.
- Focus on attracting Tweed appropriate events by ensuring they have the backing of the Tweed community.
- Maintain and develop host sponsor arrangements to assist with positioning the Tweed as a sports tourism destination and venue of choice.
- Ensure major events have detailed risk management plans and strategies to meet the needs of people at their events.





# To support the development of small to medium community events

The Tweed hosts more than 50 small to medium community events each year. These smaller events are a lifeblood for the Tweed's unique and diverse communities. Whilst not always delivering significant financial benefits, these events create a sense of community well-being and highlight the Tweed's great lifestyle.

Small to medium community events are popular in the Tweed and range from arts and culture festivals, youth and seniors events, and celebrations across a wide range of special interest groups.

#### **Council will endevour to:**

- Continue to provide financial support each year for eligible festivals and events and introduce options for multi-year funding.
- Provide advice from an experienced and dedicated Communications Officer – Events as part of Council's Communication and Marketing Unit.
- Provide a free online Calendar of Events on Council's website, with links to Destination Tweed. This resource is free to all event organisers including business, sport, special events, arts and culture and features the ability to load photographs, programs and links to websites. The Calendar of Events is also available through its smartphone mobile application solution at m.tweed.nsw.gov.au.



- Encourage professional development and best practice by providing an online Events Toolkit featuring a range of event management guides, templates and links to assist event planning. The toolkit will also feature other local information such as media contacts to assist event organisers plan and promote their event.
- Host workshops for event organisers on a range of event management topics.
- Provide advice on additional funding opportunities from local, state and federal governments.
- Work with Destination Tweed, the peak tourism and economic development authority, to jointly promote what's on in the Tweed and provide services and information to visitors.
- Enable festivals and events funded through Council's Festivals, Donations and Grants Policy to be eligible to advertise in the Tweed Link. The Tweed Link has a distribution of 38,500 households and a weekly readership of 79 per cent.
- Provide dedicated community notice boards in its customer service offices at Tweed Heads and Murwillumbah and at the libraries located at Tweed Heads, Murwillumbah and Kingscliff.
- Provide an online Community Directory to assist event organisers contact relevant community organisations and service providers.
- Provide waste-wise event information to the regional coordinating body.
- Provide advice on how to host events in a sustainable and environmentally friendly manner.
- Provide advice on how to ensure events are accessible to the community.
- Provide an easy application process for locals to celebrate special occasions in Council-owned open public space.
- Provide regulatory support and advice required for any licensing or permit applications.
- Provide advice and assistance to event organisers on traffic management and any requirements to develop detailed traffic management plans.

🐟 TWEED 🎆	Home   YourCouncil	Our Services 1 Your Environment 1 Do Business	Convertige   About the Terest				
SHRE COUNCIL			Rearch Q				
Fastivals & Events							
	Home Community a Festivals & Events						
Community Directory	Calendar of Upcoming Tweed Shire	FURTHER INFORMATION					
Surf Lifesaving Services	Colors submission of events is not evaluate on the local version of the web stellare to technical discussions of events in not evaluate on the local version of the web stellare to technical discuss the discussion of the stellare to technical discussion of the stellare to technical discussion of the stellare to technical discussion of techni						
Community & Cultural Planning	reasons). Please go to (the external web une events page) for online event submission.						
Community Services							
Att Gallery	Even and the second sec	NT SEARCH					
Library	YEA	s -Yar-					
Museum		AT CATEGORY: - Based Category -					
Kenya Mentoring Program	Au1						
Parks, Sport & Rec.		(CARAN BEARD)					
Latest Proposals	Please click on the Title below for further detail on t	he Event					
Emergency Management	All Fature Event Datalia						
Noise1ssues	Florence Tower Community Day Setundary, 28 February 2011						
Animal Regulations	Locatise: 7-9 Florence Place, Tweed Heads, NSW 2450						
Fireworks Events	22 9331 6611 Domain Florence Toeers Community Day Join us for food. I/ve iszz entertainment, free hearing checks and lots more. This						
Online Consultation	family friendly day offers free SBQ and refreshments as well as face painting.						
	nadiator sport Tushino Kanada (Kanada						
	2011 Aliphones ISW Surf Life Serving Championshi Friday, 11 March 2911 - Sunday, 20 March 2011 Locatien: Kingself Reach @ 4294716000 The Trived with heatthis year's largest Surf Life Sa more thousands of spectators will enjoy all the act	ving event in NSW. Almost 8000 competitors and r	nary				

Council's online Calendar of Events

# To host Council events that educate and create a sense of community

Council coordinates and hosts a range of special events that involve members of the community. They reflect Council's civic leadership role and responsibilities and help create a strong sense of community in the Tweed.

Council events can range from opportunities to meet with Councillors, to opening infrastructure upgrades and new facilities, hosting formal welcome events, producing community festivals to showcase caring for the environment, the broad role of local government or other special projects and coordinating various national and state community celebrations such as Australia Day.

- Program special events in Local Government Week, highlighting the broad role of local government in the Tweed community.
- Coordinate annual Australia Day celebrations across the Tweed.
- Host regular 'community cuppas' to welcome new residents and provide opportunities for the community to meet with Councillors.
- Collaborate with local media and sponsoring businesses to develop special community celebrations during the Christmas period.
- Host formal citizenship ceremonies and other civic events, Rotary exhange programs and friendship forces.



- Host educational events that showcase the environment and broaden the involvement in environmental awareness.
- Lead and participate in various national and state community events and project initiatives such Seniors Week, Youth Week and national days of celebration.
- Participate in commemorative ceremonies and other significant community celebrations.
- Coordinate small community events to officially open new community assets and infrastructure and invite community
  participation in these events through the Tweed Link.
- Provide events that enhance cultural diversity in the Tweed building upon community services and programs at the Coolamon Cultural Centre, Tweed River Art Gallery, Tweed Libraries, Tweed Regional Museums and elsewhere.
- Provide an Acknowledgement to Country at Council-hosted events and a Welcome to Country by an Elder at major civic events.
- Ensure all Council hosted events adopt environmentally-friendly practices to minimise waste, maximise recycling and assist in sustainability programs.
- Invite suggestions on what new Council hosted events the community would like to see developed in the Tweed.



# Build and maintain Council's public assets to meet the needs of future events

Council has a range of public assets available to the community to facilitate festivals and events. They include one of Australia's finest regional art galleries, Civic Centres with fully equipped auditoriums in Tweed Heads and Murwillumbah, community halls and community centres, three libraries, a range of sports fields and facilities, open spaces and reserves including many parks and gardens. Building and maintenance of Council's public assets is ongoing and is subject to budget and resource allocation as identified in Council's Delivery Program and Asset Management Plan.

- Maintain and develop community assets that can host and support events at a range of places across the Tweed inline with Council's works and asset management program.
- Develop management plans for key precincts in the Tweed, such as Jack Evans Boat Harbour.
- Maintain sporting facilities and develop new sporting facilities suitable for hosting state and national titles where appropriate.
- Develop an online directory of community halls and community facilities for hire, featuring photographs, details of the building, staging and seating capacities.
- Establish a hiring policy for Civic Centres and Council-managed community halls that is transparent and fair to all.
- Establish an online database of all open space, parks and gardens available for public use/hire.
- Inform the community of any planning for additions or long-term upgrades of community infrastructure.
- Maintain and upgrade the fully-equipped auditoriums in the Civic Centres at Tweed Heads and Murwillumbah.
- Maintain and develop spaces for public use and hire at Tweed River Art Gallery.
- Maintain the three libraries in Tweed Heads, Murwillumbah and Kingscliff.
- Develop plans for the new Tweed River Regional Museum.
- Maintain community halls and facilities managed by Council.











# **Objective**

# Assist event organisers obtain permission to hold an event on public and/or private land

Audiences expect a safe and environmentally-friendly approach by event organisers in planning and managing a community event in the Tweed. Council officers can provide advice on how event organisers must meet legislative and regulatory requirements to host events on public and or private land. However Council is unable to get involved in the process of completing applications as it also has the legislative role of the assessment and regulation of the use of land in the Tweed. The majority of events approved by Council to be held on Council administered land and road reserves do not require a Development Application, however must comply with the requirements of the 'Procedure for issuing temporary licences for events on Council administered land, including Road Reserves'.

- Provide assistance from Council officers on planning community events.
- Streamline the process of applying to hold events on Council administered land.
- Provide online application forms for casual hire, small to medium community events and major community events on Council administered land.
- Provide access to power and water for events on public land, where available, at a minimal cost.
- Encourage environmentally sustainable practice for all festivals and events held in the Tweed.
- Provide advice and contacts for other regulatory authorities such as police, maritime authorities and fire brigades.
- Provide advice and support for developing risk management plans.
- Provide advice on regulatory requirements for building temporary structures for events, provisions for food operations and handling and licences for selling alcohol.
- Require that all festivals and events in the Tweed have adequate public liability and other insurances.
- Provide advice on the requirements for lodging a Development Application for holding events on private land and where to go for further advice.
- Assess Development Applications in accordance with the Environmental Planning and Assessment Act 1979.
- Provide a Development Assessment Panel (DAP) Service for pre-lodgement advice of development applications.
- Develop tools for event organisers on the Event Toolkit to assist with understanding the development application
  process and how to apply for permits for events held on Council administered land.

			Costamer Berrice   1000 201 072   100 4000 2400 PO Exe 161 Manutanean Super Sale Fac 1021 6600 2402   406 40 118 102 406 Belgeneticnes gen al   even trendman gen as		SHE
			Application for Small to Medium Community Events Represented Services Unit		
Dostaneer Service   1301 301 172   100 8173 1900 70 Ser 19 Monitorian 1937 344 19 Con 19 Monitorian 1937 344 19 Con 19 Con 200 Con 1937 449			This application is used for small to medium size community events held on Council owned land and/o managed by Council. Small to Medium Community Events are defined as satisfying all the conditions to		
Application for Major C Communications and Marketing U	ommunity Events		For the purposes of this application, a community event is defined as accessible to for the physical, cultural or Heliotobal wellbeing of the community, has community reason for the event and is consistent with the accepted use of the reserve or field commencial elements to the activity but its imust be incidential for event.		
This application is to be used for Major Community Events is define to Medium Community Events ap readiumation meatiment than 1500 at	major events held on Council or d as those community events that ploation process. Major Commun a un his professional event men	veed land and/or land managed by Council at are larger than those covered by the Small rity Events athract audience numbers and/or agreent and bring significant economic and	An activity designed primarily for commercial purposes is not considered a comm determine if an event is a commercial event or a community event with commercia events can find out how to apply to Council (contact Council's Recreation Services	Unit on 02 6	Comm 1670 2
music events, performing arts fe shows and rodeos, displays and it	stvala, outdoor visual art display sublibitions, motorsport events, str		Please be aware if the event you are planning is on private property (not Council o then development consent will be required through a Development Application or Council's Development Assessment Lint on 02 6070 2400.)	whed or con Part V Asses	smeri
This application consists of a gene complete modules that are not a relevant approvals, loances, traffic	elevant to their event. This appl	nodules. Applicants do not need to lication must be accompanied by the ind other relevant data.	Applications must be subentitiad a minimum of 20 days prior to the event. NOTE: Events should be approved prive to adverting the event. Incomplet considered, if a section does not apply to your event please put Not.	le application Applicable	e car
A. EVENT PLANNING			CONDITIONS:		
A1. Booking Details			Prior to completing the application form, please consider the following questions. 1. Is the event organised by an event organiser other than a community club of the second sec	Yes	D
Organisation			essociation? 2. Is the number of participants and/or spectators less than 1500 people on any one day (axcluding sporting events on Council controlled sports	U Yes	0
Contact Name		ADN	grounda)? 3. Will the event take place beyond the hours of 8am and 13pm, including net up and out down?	Ves	C
Postal Address		Home I Yo	our Council   Our Services   Your Environment   Do Business   Community   About the	TATED	ſ
				2400	- C
Telephone Duaineas Houra	🤝 TWEED 🚦				10
Example Fours	SHIRE COUNCIL			th th	
Is your organisation non-profit?			Search	9	
					r day
Is the organisation incorporated	Planning/Development/Buik	Sing 🦂 Home a Our Services a Enviro	onmental Health		
Is the organisation incorporated If vas. orgivide incorporation Car	Ma	apping	siness Requirements - Tweed Shire Council	2 (8	0.0
If yes, provide incorporation Cer. Are you applying to Council for I	Waste Managem		isiness Requirements - Iweed Shire Council		
Hes the funding been approved		Council is assessing to be believe of	ou build and operate a better. fully compliant business.		
Anount 3	Environmental	Health Control of Committee to Hepping ye	to the and the second a point with the second		
Has the event previously been of	Water and Wastewa	ter To reduce the compliance burd	len and cost of compliance for business, Tweed Shire Council has made available info	mation	
When and	Tweed Laborati	an how to camply with legislative	responsibilities.	- E	
where?		A TOOLBOX Website is currently	ly being developed in conjunction with SE Queensland Councils. Links to that site are on as we continue to work on the project.	shawn	
Does the event already have sp	Transport Infrastructu		ou as we continue to work on the project.		
List sponsors	Rates and Charg	After clicking on the selected link	below, you will be presented with the list of available business activities on the left han ect either How to Apply, How to Comply or Tools and Resources.	id side,	
is the admission free? or charged at 8	Engineering Specification	ans			
		Mobile Food Premiers			_
Main Community Roarts / Community		Temporary Feed Premises			
		Food Safety Supervisor (FS	(S) Netification Ferm (366kb)		
		Commercial Swimming Poo	da		
		Personal Appearance Service	ces		
		Streetpath Diving			
		Second Safety Training			
				_	



Council provides support and advice on regulatory requirements for events and festivals including food handling, licences and temporary structures.