



**Title:** Community Events

---

**Category:** Operating - Service design or service definition  
**Key words:** Community events, festival, competition, coordination  
**File number:** P-24-2  
**Policy owner:** Director Corporate Services (Corporate Communications)

---

**Authorisation:** 6 June 2002 by Executive Item 1  
**Review date:** This policy is to be **Revised** by 30 June 2008

**Modification history:**

---

**Related legislation:**

**Related policies:**

**Related procedures:**

---

**Contents:**

<b>1.</b>	<b>Purpose</b>
1.1	Background
1.2	Rationale
<b>2.</b>	<b>Objectives</b>
<b>3.</b>	<b>Scope</b>
<b>4.</b>	<b>Definitions</b>
<b>5.</b>	<b>Principles</b>
5.1	Determining our role
5.2	Working with the community
5.3	Enhancing community life
<b>6.</b>	<b>Procedures</b>
6.1	Events committee
6.2	Events Operations Manual
<b>7.</b>	<b>Responsibilities</b>

## 1. Purpose

The purpose of this policy is to outline the role Council will play in coordinating and participating in community events in the City of Canterbury.

### 1.1 Background

Each year, we provide a significant level of support to community events and festivals in Canterbury City. These events range from small local events focussing on particular target groups to larger events of regional significance.

#### 1.1.1 Major Events

Currently we provide the following major events catering to over 1,000 residents:

- Korean Food Festival
- Australia Day Festival
- Carols by Candlelight
- Haldon St Festival

We also support community initiatives to deliver major community events such as:

- Arabic Carnivale
- Riverwood Festival
- Korean Carnivale
- Earlwood Festival

#### 1.1.2 Smaller events

In addition to these larger events, we also support a range of smaller events which attract significant numbers of residents and depending on the program, require cross-divisional support to implement, including:

- NAIDOC Week
- Youth Week
- Seniors Week
- Local Government Week
- Spring Garden Competition

#### 1.1.3 Ad hoc events

There is also a range of ad hoc or occasional major community events supported by Council. In recent years this has included:

- Olympic Torch procession
- Opening of the M5 Motorway
- Chinese Moon Festival
- Youth Vibrations

### 1.2 Rationale

Community events are important features of the social, cultural and economic life of our community. However, the level of resources, support and organisational co-ordination required to effectively deliver an events program such as this, can place significant strains on our corporate programs and operations.

Due to the ad hoc and historical development of the role of Council in supporting these events, our role in each event varies significantly according to:

- The value of the event to the community,
- The significance of the event to achieving corporate objectives,
- The capacity and resources of partner organisations,
- The origins of the event and historical commitments to local groups, and
- The economic development potential for local business and town centres.

An objective assessment of these issues for each event is critical to ensuring we maximise our use of resources and optimise our impact to more effectively achieve our corporate goals for community events.

There is a need for a single policy or source of information that articulates this rationale for our involvement, outlines the scope and limitations of our roles in specific circumstances, and provides a benchmark against which we can measure our involvement and resource commitment to any one event.

Although from the public's point of view, our events have been an outstanding success, there have been examples of significant organisational difficulties that need to be addressed. Communication and timing of input across Divisions needs to be improved, as does communication with the Executive about official proceedings and programs. Standards of best practice should be developed and adopted for event planning, coordination, sponsorship, communication and protocol.

This can be achieved through better co-ordination of inter-Divisional input and clearer lines of accountability to the organising committees or project teams. This should be guided by a clear policy on our role in community events and an operations manual that can provide checklists of outcomes required, depending on the roles we accept for each event.

## **2. Objectives**

The objectives of this policy are to:

- Ensure efficient use of council resources;
- Facilitate coordinated involvement of different divisions in community events;
- Promote community harmony, and cultural and economic development;
- Promote community leadership of events;
- Encourage the involvement of community resources; and
- Maximise participation by local groups, businesses and residents.

## **3. Scope**

This policy applies to all members of staff and members of the community involved in community events that are supported, resourced or delivered by Council.

## **4. Definitions**

*List and define terms which have specific meaning under the policy.*

## **5. Principles**

### **5.1 Determining our role**

#### **5.1.1 Determining our role: Support / Resource / Deliver**

We will support, resource and deliver an appropriate range of festivals and events in partnership with our community, to promote community harmony, showcase our cultural diversity and encourage economic development in our city.

Our responsibilities for each event can vary ranging from statutory responsibilities for traffic control and food handling to co-ordination responsibilities with police, RTA and community groups and direct organisational responsibilities including budget control, event management, executive support, marketing and promotion.

We will participate in each festival based on the needs and resources available to the local community. Prior to each festival we will assess local needs and resources and in partnership with our community fulfil appropriate roles to ensure the success of each event. The implementation of this policy will clarify the processes we will undertake to determine appropriate roles for each event.

#### **5.1.2 Determining an appropriate range of community events**

Given limited resources, we need from time to time to assess our goals and spread of events activities - to reach the widest cross-section of our community and ensure the benefits of our Events Program are reaching all parts of our city. The policy will identify the range of festivals we will support each year and review our current priorities to effectively achieve our policy goals.

### **5.2 Working with the community**

#### **5.2.1 Community Leadership**

As far as possible, it is critical that the community owns and leads the process of developing local events, to promote cost-efficiency and the commitment by local groups to our objectives. Wherever possible, we will encourage and support community organisations with the capacity to effectively deliver festivals to lead and manage events, providing minimal support in accordance with needs.

#### **5.2.2 Maximising Community Resources**

A key goal of our events program is to maximise community resources by promoting voluntary community involvement and seeking funding from external sources including government, private and business.

### **5.2.3 Participation**

Our commitment to community development places a particular emphasis on ensuring the involvement of residents and local organisations at all stages of the development of events from management to the delivery of stalls, event activities and programs. We also welcome public involvement in festivals to ensure adequate accountability for our events program.

### **5.2.4 Community Partnerships**

Partnerships with our community are an essential element of our commitment to Community Events. These partnerships occur in the planning, development and implementation stages and ensure the maximum availability of community resources. This promotes cost-efficiency and effectiveness of our events program.

## **5.3 Enhancing community life**

### **5.3.1 Community Harmony**

A core objective of our events program is to promote community harmony by creating positive and enjoyable experiences locally and encouraging celebrations that provide opportunities for social interaction with neighbours and the wider community of residents, business and groups. Providing community events brings our community together to celebrate historical or social achievements and builds a sense of community spirit essential to the functioning of healthy communities.

### **5.3.2 Cultural Development**

Our city is one of the most culturally diverse communities in Australia. Community Events and festivals play an important role in demonstrating to the wider community the inherent beauty, richness and quality of artistic pursuits by our residents, as well as our respect for our cultural and artistic diversity. Festivals provide an opportunity to encourage cultural pursuits and provide a focus for residents engaged in cultural activities to sell their crafts and showcase their talents.

### **5.3.3 Economic Development**

Community Events offer opportunities to promote economic activity in a local area, to showcase the range of services and facilities in a community and encourage income-generating activities by local artists and small business. Our Town Centres are often the focal point for our events and our public space provides excellent venues for encouraging business involvement in our community.

## 6. Procedures

### 6.1 Events committee

An events committee is to be established to review Council's role in events each year and draft an Events Calendar. The Events committee will also prepare and regularly revise an Events Operations Manual. The Events committee is also to advise the Executive about ways to improve the coordination of events management on an ongoing basis.

### 6.2 Events Operations Manual

The Events Operations Manual is to be prepared to identify roles, responsibilities and procedures for supporting major, small-scale and ad-hoc events. The Events Operations Manual is also to provide tools for evaluating council's involvement in events and the performance of council staff, contractors and event agencies that act on our behalf. A Table of Contents for the Events Operations Manual could be as follows:

#### **Policy Statement**

- Scope of the Policy
- Overall Objectives
- Event-specific Objectives

#### **Operational Plan for Each Event**

- Introduction
- Definition of the Type of Special Event under consideration
  - Community Events
  - Major Events
  - Events on Council Land
  - Other Events
- Key Planning Considerations
- Conditions applying to the specific event
- Fees & Charges
- Application Process
  - Community Events
  - Major Events (etc)
- Event Planning and Nomination of Officer Responsible
- Event Coordination - Roles to be performed, responsibilities and time frames.
- Liaison with Public Agencies (RTA, Buses, etc)
- Approvals Required / Other relevant Legislation
- Event Evaluation & Reporting Process (Council event)
- Event Feedback (External event)
- Executive Support
  - Administration of the Policy

## 7. Responsibilities

It is suggested that appropriate personnel to be involved in the Events Committee would include those that already play a key role in co-ordinating our involvement in events:

- Team Leader- Community Development
- Town Centres Development Co-ordinator
- Team Leader - Corporate Support
- Representative(s) of City Works involved in Traffic, Parks and/or Public Works.