

Event Management Guide

www.basscoast.vic.gov.au

BASS COAST

EVENTS BASS COAST



Acknowledgement of Country

We acknowledge the Bunurong as the Traditional Owners and Custodians of the lands and waters, and pay respect to their Elders past, present and emerging, for they hold the memories, the traditions, the culture and Lore. We celebrate the opportunity to embrace and empower the Aboriginal and Torres Strait Island Communities in their diversity.

We will create opportunities for future recognition and respectful partnerships that will honour the Traditional Owners and Custodians, and Aboriginal and Torres Strait Islander Peoples.

BASS COAST

Bass Coast Shire Council

76 McBride Avenue, Wonthaggi, VIC 3995
PO Box 118 Wonthaggi, VIC 3995

1300 BCOAST (226 278) or (03) 5671 2211 or via the National Relay Service (if you are deaf and/or find it hard hearing or speaking with people who use a phone) on on 133 677.

1 Introduction and Planning Your Event

Welcome to the Bass Coast Event Management Guide. Events are a big part of what makes our community thrive. They bring people together, celebrate our culture, attract visitors, and support local businesses.

Council supports events that align with the **Events Partnership Program Strategic Objectives.** basscoast.vic.gov.au/explore/planning-an-event

These objectives include:

1. Grow Bass Coast's reputation as a year-round event destination
2. Reinforce Bass Coast's identity, sense of place and brand with events
3. Optimise the social, economic and environmental values of events
4. Increase overnight visitation and expenditure across Bass Coast
5. Increase visitor loyalty and advocacy for Bass Coast events
6. Enhance the capacity of event organisers and committees

Getting started:

- Define your event purpose and objectives
- Identify your target audience and expected attendance numbers
- Determine who owns the land where your event will be held and make sure you have formal permission to use the site
- Obtain public liability insurance for the event
- Contact Council's Visitor Economy and Events Team early, especially for larger or higher-risk events



2 Funding and Partnerships

Council offers funding and support to help bring events to life across Bass Coast.

Support options include:

- **Community Event Grants** – For not-for-profit groups delivering local creative, sporting or cultural events. **Funding of $2,001–$5,000, with up to $10,000 for major projects, offered twice annually** basscoast.vic.gov.au/community-support-services/community-grants
- **Annual Event Grants** – Ongoing funding for established community events that have received support for at least 2 consecutive years under the Community Event Grants Program
- **Event Partnerships** – Multi-year collaborations for larger, regionally significant events that drive visitation and deliver strong community and economic benefits basscoast.vic.gov.au/explore/planning-an-event
- **In-Kind Support** – Assistance such as event management advice, event equipment, signage or promotional support to ensure safe and successful delivery of events

Partnership tips:

1. Align your event with Council's strategic priorities (eg off-peak visitation, community benefit, sustainability)
2. Approach local organisations and partners for sponsorship opportunities
3. Consider cross-promotion with tourism operators, accommodation providers and local media.



3 Event Permits

Events held on Council managed land, or that impact public spaces, require a permit. Each application is assessed individually to ensure safety and successful delivery of the event.

When an event permit is needed:

- Road closures, altered traffic conditions or impacts on nearby residents or businesses
- Restricted access to public or Council-managed land
- Event infrastructure such as marquees, staging or furniture
- Large gatherings (over 30 people)
- Events on private land that trigger planning requirements

Permit categories and timeframes:

- **Low Risk** (under 1,000 patrons, no alcohol)
  Examples: car displays, charity events, community gatherings: **allow 4 weeks**
- **Medium Risk** (1,000-5,000 patrons)
  Examples: markets, fun runs, festivals, fireworks, parades, community events: **allow 1–3 months**
- **High Risk** (5,000-10,000 patrons)
  Examples: music festivals, sporting/mass participation events, festivals, events after dark, multi-day events, large infrastructure builds: **allow 6–12 months**

Common approvals:

- Place of Public Entertainment (POPE)
- Siting Permits
- Planning Permit
- Traffic Management Plan (Memorandum of Authorisation, MoA)
- Food Trader and Consumption of Alcohol
- Drone Use and Drone Filming
- Music Licensing
- Event Signage

Not all land in Bass Coast is managed by Council - some locations require separate approvals.

You may need to contact:

- Crown Land/Foreshore: Department of Energy, Environment and Climate Action (DEECA)
- Parks, Reserves and Waterways: Parks Victoria, Phillip Island Nature Parks
- State Roads: Department of Transport and Planning (VicRoads)
- Private Property/Schools: written landowner approval
- San Remo Foreshore: San Remo Foreshore Committee of Management.

Apply online Use Council's online **Event Permit Application Form.**
permits-forms.powerappsportals.com/eventpermitapplication/

Smaller events: **apply 6 weeks prior**

Major events: **apply 6–12 months prior**

For private land queries, contact the Statutory Planning Team on 1300 BCOAST (226 278) or (03) 5671 2211.



4 Land Managers and Alternative Approvals

Not all land in Bass Coast is managed by Council - some locations require separate approvals.

You may need to contact:

- Crown Land/Foreshore: Department of Energy, Environment and Climate Action (DEECA)
- Parks, Reserves and Waterways: Parks Victoria, Phillip Island Nature Parks
- State Roads: Department of Transport and Planning (VicRoads)
- Private Property/Schools: written landowner approval
- San Remo Foreshore: San Remo Foreshore Committee of Management

Note: You must notify relevant emergency services if your event impacts access (eg road closures) or if activities involve a heightened risk (eg remote locations, high-risk sports).

- Victoria Police
- Country Fire Authority
- Ambulance Victoria
- State Emergency Service
- Local hospitals

TIP Check who manages your site early using Council's **Land Management Map of Bass Coast Shire** to avoid delays. basscoast.vic.gov.au/assets/general-downloads/bass-coast-shire-land-management-map-4.pdf



5 Event Timelines

The earlier you start planning, the smoother your event will run.

Recommended lead times:

- **Low Risk** – allow **4 weeks**
- **Medium Risk** – allow **1–3 months**
- **High Risk** – allow **6–12 months**

Typical planning timeline

12 months out
- develop concept
- secure date
- contact Council

6 months out
- permits
- funding
- partnerships

3 months out
- marketing plan
- risk management
- community notification

1 month out
- confirm contractors
- final approvals
- staff briefing

Post-event
- debrief
- evaluation report
- thank you to partners







6 Managing Risk, Insurance and Traffic

Safety is everyone's responsibility. Plan early to protect your participants, staff, and community.

Event organisers have a duty of care to all staff, volunteers and attendees, as outlined in the *Occupational Health and Safety Act 2004.*

Insurance:

- All events must have current Public Liability Insurance (minimum $20 million recommended)

Risk Management:

- Create a risk register – list hazards, risk likelihoods and controls
- Prepare an emergency management plan – including evacuation, communication, and first aid
- Collect Safe Work Method Statements and insurance from contractors

Traffic Management:

- Events impacting roads, carparks or pedestrian areas require a Traffic Management Plan
- If reducing speed or closing a state-managed road, a VicRoads Memorandum of Authorisation (MoA) is required
- If the road is Council-managed, a Council Memorandum of Authorisation (MoA) is required
- Engage an accredited traffic management company
- Provide public detour and parking information

Note: Highway permits are required to conduct foot races, bike races or rolling closures on Victorian roads (Victoria Police Permit).

Note: For major or high-impact events, you must present your event to Council's Events Advisory Committee to obtain advice and secure approval from affected Emergency Services.



7 Promotion and Marketing

Strong promotion helps boost attendance and community engagement.

Marketing Tips:

- Create a campaign across social media, print and online
- List your event on the Australian Tourism Data Warehouse (ATDW) to appear on major tourism and event calendars
- Submit your event to Council's Events Calendar for local promotion
- Partner with local businesses to cross-promote and share audiences

Event Signage:

- Must be installed in approved locations only
- Can be displayed up to 3 weeks before and must be removed within 1–2 days after the event
- Size, placement, and insurance conditions apply

TIP Check Council's **Map of Approved Signage Locations** https://tinyurl.com/5n95arre and complete an **Event Signage Application** permits-forms.powerappsportals.com/eventsignageappliction/ before installing signage.





8 Best Practice Events

Council encourages events that reflect Bass Coast's values and deliver positive outcomes for our community and environment.

Great events are:

- **Sustainable** – minimise waste, avoid single-use plastics, and provide recycling and water refill stations
- **Inclusive** – accessible for all abilities and welcoming of diverse audiences and participants
- **Safe** – thoughtfully planned, with robust risk management and emergency procedures in place

TIP For more information, see Council's **Positive Impact and Sustainable Event Guide** basscoast.vic.gov.au/explore/planning-an-event

9 Event Review and Reporting

Post-event reviews help improve future planning and strengthen partnerships.

After your event:

- Remove all infrastructure, signage, and waste
- Reinstate the site to its original condition
- Debrief with your team to celebrate successes and identify improvements
- Complete Council's **Post-Event Evaluation Form** to share outcomes and feedback basscoast.vic.gov.au/explore/planning-an-event



10 Contact and Support

We're here to help you deliver safe, successful and memorable events in Bass Coast.

Contact Council's Visitor Economy and Events Team
events@basscoast.vic.gov.au
1300 BCOAST (226 278) or (03) 5671 2211
basscoast.vic.gov.au/explore/planning-an-event

Use the website to:

- Apply for event permits
- Access templates, checklists and maps
- Submit your event for promotion
- Find guides and support tools

TIP Start early and reach out. Council's Visitor Economy and Events Team can guide you through each step of the process.



www.basscoast.vic.gov.au/explore

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Templates and tools available on our website:

basscoast.vic.gov.au/explore/planning-an-event

Positive Impact and Sustainable Event Guide

Event Management Checklist – for objectives, timelines and responsibilities

Risk Management Template – for hazard identification and controls

Post-Event Evaluation Form – to review what worked and what didn't

Waste Management Plan Template – to plan bin placement and recycling options

Marketing and Official Duties Checklist – to ensure promotion and compliance tasks are covered.