



Hawkesbury City Council

attachment 1  
to  
item 164

Sustainable Events  
Management Policy

date of meeting: 26 July 2011  
location: council chambers  
time: 6:30 p.m.





Hawkesbury City Council  
Policy

DRAFT

Sustainable Events  
Management Policy

Hawkesbury City Council

Draft reported to Council at the  
Ordinary Meeting Held on  
26 July 2011





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## **1.0 PURPOSE**

- 1.1 To broadly define Council's approach to supporting the application of sustainable development principles to the planning and management of events within the City of Hawkesbury.
- 1.2 To establish a framework to assist Council staff, community groups and business entities to understand their obligations and responsibilities in the planning and delivery of safe, socially responsible and ecologically sensitive events.
- 1.3 To provide guidelines to assist Council staff, community groups and business entities to maximise the positive environmental, social and economic legacies of events held in the City of Hawkesbury through the practical and tailored application of sustainability principles to the planning and management of these events.

## **2.0 OBJECTIVES**

- 2.1 The aim of this policy is to establish guidelines for sustainable events planning and management. Council has adopted eight Sustainability Principles and these principles have been incorporated into the *Hawkesbury Community Strategic Plan 2010-2030*. The Principles are intended to provide a strategic framework for action to assist the community to work together to achieve the goal of a healthy, prosperous and sustainable City. This Sustainable Events Management Policy has been enacted to;
  - (a) provide advice to Council staff, community groups and business entities on the practical application of Council's endorsed Sustainability Principles to the planning and management of events within the City of Hawkesbury;
  - (b) assist Council staff, community groups and business entities to identify sustainability issues which may be relevant to the size and profile of a proposed event and then to plan to responsibly manage these issues;
  - (c) identify ways of measuring the impact of events against Council's endorsed Sustainability Principles;

## **3.0 BACKGROUND**

- 3.1 As a local government authority, Council is involved in the running, hosting, sponsorship, regulation and monitoring of a wide range of public and private events within the City of Hawkesbury. This involvement can be both direct and indirect and include;
  - (a) the organisation of Council-run civic and community celebrations and cultural events;
  - (b) the financial and in-kind sponsorship of civic, community, sporting, heritage, cultural, and social events delivered by community groups and other third parties (through Council's Community Sponsorship Program);
  - (c) the provision of an extensive network of Council owned community centres, community halls, cultural facilities neighbourhood parks, reserves and outdoor spaces which are used as Meeting places, marketplaces, and event venues;
  - (d) the regulation of the activities of conference and functions centres; sporting and community clubs; and commercial and community events and festivals for which regulatory permission has been granted and/or for which a development consent has been issued;
  - (e) the assessment of development applications for commercial, cultural, community, entertainment, music and sporting festivals or events.
- 3.2 Within this framework, events within the City of Hawkesbury may be held on public or private lands and may be either not-for-profit or for profit. They will differ in scale and profile and involve a broad



range of community, commercial, social, sporting, recreational, heritage, cultural, civic and other pursuits. They will be organised by community groups, Council, or business entities and target both private and public audiences and may be held on a regular or one-off basis.

- 3.3 Whatever their orientation, the organisation of an event will require marketing and promotion and the supply of equipment, consumables and logistical support. They will attract performers, work crews and attendees who will travel to the event from varying destinations. In doing so, events will typically consume power and both natural and man-made resources and will create waste streams and generate carbon emissions.

#### 4.0 DEFINITIONS

- 4.1 sustainability – means living within the limits imposed by the physical world and understanding the interconnections between the economy, society and environment; and the equitable and just distribution of resources and opportunities;
- 4.2 sustainable development – is development that meets the needs of the present without compromising the ability of future generations to meet their own needs;
- 4.3 sustainability principles – are a set of statements on how a sustainable city would function, and provide a strategic framework for action.

#### 5.0 PRINCIPLES

- 5.1 Council is committed to sustainable development. Council has adopted a process for sustainability planning incorporating eight *Sustainability Principles* which are intended to provide a framework to guide the future development of the City of Hawkesbury.
- 5.2 The *Hawkesbury Community Strategic Plan 2010-2030*, commits Council to work with the community to look after the Hawkesbury's cultural and environmental assets so that they can be enjoyed and used by future generations. The *Plan* requires Council to take active steps to encourage lifestyle choices that minimise the City's ecological footprint while at the same time working with the community to create thriving town centres that attract residents and visitors.
- 5.3. Given the scope of its involvement in the running, hosting, sponsorship, regulation and monitoring of events, Council will have a role either in directly organising an event, or working with an event organiser to ensure that the event can comply with legislative provisions and that appropriate strategies are in place to maintain the safety of event participants; minimise the impacts of the event on the environment; and, as far as possible, preserve the amenity of adjoining owners and the broader community.
- 5.4 Council recognises that events, festivals and celebrations are important tools for community and civic participation and engagement and that well planned events have the potential to generate tourism visitation and economic returns as well as contributing to community and civic life.
- 5.5 Council accepts that it is well placed to work with event organisers to assist them to plan and deliver sustainable events which maximise economic and social returns through the wise use and recycling of resources in a way that best protects important community and environmental assets.
- 5.6 Council recognises that sustainable events management requires an understanding of sustainability principles and how they can be applied to event planning and management. Table 1 outlines in broad terms Council's understanding of the application of sustainability principles to event planning and management. The information in Table 1 is based on the *Hawkesbury City Council Sustainable Events Management Guide* which can be accessed from Council's website [www.hawkesbury.nsw.gov.au](http://www.hawkesbury.nsw.gov.au). The *Guide* outlines detailed actions and opportunities for event organisers to plan and deliver environmentally and socially sustainable events.



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<b>sustainability principles</b>	<b>application</b>	<b>key issues</b>	<b>possible actions and guidelines</b>
<b>Principle 1:</b> The extraction and use of non-renewable resources should be slowed down, and sustainable production and consumption promoted.	Event organisers can practice responsible event management beginning with the purchase of environmentally preferable supplies and products that are not hazardous or toxic to the environment. Event organisers should favour options which reduce the consumption of natural resources and minimise waste streams and their impact on the environment.	<ul style="list-style-type: none"> <li>▪ procurement</li> <li>▪ stewardship</li> <li>▪ energy use</li> <li>▪ transport</li> </ul>	<ul style="list-style-type: none"> <li>▪ use environmentally certified or accredited products &amp; merchandise</li> <li>▪ prioritise purchase of non-toxic, chemical free and recyclable items</li> <li>▪ use local suppliers/seasonal produce to reduce supply transport impacts</li> <li>▪ purchase only essential items unable to be borrowed, rented or re-used</li> <li>▪ avoid single use disposable servings and materials</li> <li>▪ use venues with optimum access to utilities and public transport</li> <li>▪ use zero emissions bio-fuel technology for temporary/mobile power</li> </ul>
<b>Principle 2:</b> Cyclical rather than linear systems should be adopted, to prevent the accumulation of waste materials	Procurement decisions should consider the cumulative impacts (total life cycle) of products services and supplies – from raw material acquisition, to product manufacturing, packaging, transportation and disposal. Energy efficient, low toxic and recyclable or reusable products, services and supplies should be favoured.	<ul style="list-style-type: none"> <li>▪ procurement</li> <li>▪ recycling</li> <li>▪ waste streams</li> </ul>	<ul style="list-style-type: none"> <li>▪ provide recycling containers and plan for waste separation</li> <li>▪ use bio-degradable, recyclable and/or salvageable products</li> <li>▪ promote waste reduction through signage and marketing</li> <li>▪ ensure sufficient capacity for rubbish collection and disposal</li> </ul>
<b>Principle 3:</b> The productivity and diversity of nature must be protected and maintained	Event organisers are temporary custodians of the land in which events are carried out and share these lands with other people, animals and plant colonies. Pollution prevention measures should be considered in site layouts and event operations particularly where events are near waterways and sensitive ecological habitats.	<ul style="list-style-type: none"> <li>▪ bio-diversity</li> <li>▪ ecological protection</li> <li>▪ pollution prevention</li> <li>▪ rehabilitation</li> </ul>	<ul style="list-style-type: none"> <li>▪ site layout design to take into account surroundings and protect habitats</li> <li>▪ landscaped areas, trees, garden beds protected from damage by crowds</li> <li>▪ consider installing flooring &amp; trackways to protect lawns &amp; venue surfaces</li> <li>▪ plan for the rehabilitation of sites where required</li> </ul>
<b>Principle 4:</b> Use of energy and other resources must be just and efficient both across the globe and between generations.	Event organisers should be mindful of local and global interconnections and endeavour to leave a desirable impression within the local host community. Supply chain management should not be based on unsustainable resource extraction, exploitative labour relationships, or high-emitting technologies. Sites of heritage or cultural significance should be preserved and respected. Risk management measures should be enacted to protect public and worker safety.	<ul style="list-style-type: none"> <li>▪ heritage conservation</li> <li>▪ risk management</li> <li>▪ public safety</li> <li>▪ fair labour, fair trade</li> <li>▪ traffic congestion</li> <li>▪ local amenity</li> </ul>	<ul style="list-style-type: none"> <li>▪ consider using sustainable, fair labour and/or fair trade certified products</li> <li>▪ plan to minimise impacts on local amenity (traffic, noise &amp; light pollution)</li> <li>▪ local sites of architectural, heritage &amp; cultural significance are protected</li> <li>▪ timing and levels of amplified sound are planned to minimise disruption</li> <li>▪ provide adequate security and first aid, notify police/ fire control of event</li> <li>▪ provision for sun protection, potable water, protective equipment etc</li> </ul>
<b>Principle 5:</b> Even if there is doubt about the environmental impact that an action will have, one should err on the side of caution to protect environment.	Event organisers should be aware that the impact of an event will not be limited to the event site but will also carry downstream and other off-site risks. Event organisers should assess the potential for their event to generate adverse environmental impacts and should plan to minimise these risks even where the likelihood of an adverse incident seems low.	<ul style="list-style-type: none"> <li>▪ environmental impacts</li> <li>▪ waterways protection</li> <li>▪ waste water disposal</li> <li>▪ air quality</li> </ul>	<ul style="list-style-type: none"> <li>▪ identify areas of ecological sensitivity near the site</li> <li>▪ estimate waste-water volumes and plan for collection and disposal</li> <li>▪ consider watershed dynamics of site to prevent waste water leakages</li> <li>▪ regulate access and/or protect riparian zones and local waterways</li> <li>▪ consider potential for dust hazards, gaseous emissions &amp; air quality</li> </ul>
<b>Principle 6:</b> Expand and enable cooperative networks to work towards a common sustainable future.	The planning and management of events will involve event organisers working in partnership with Council, business and the community. During an event, attendees will, for a time, become part of the Hawkesbury community and their enjoyment at an event should not occur at the expense of the wider community & environment.	<ul style="list-style-type: none"> <li>▪ notification</li> <li>▪ social impact</li> <li>▪ consultation</li> </ul>	<ul style="list-style-type: none"> <li>▪ notify adjoining owners &amp; people impacted by event</li> <li>▪ inform community on operating hours, security, traffic changes etc.</li> <li>▪ engage stakeholders (suppliers, contractors etc) in sustainability efforts</li> <li>▪ consider social impacts and plan to minimise these impacts</li> </ul>
<b>Principle 7:</b> Educate and empower people and foster participation	Event organisers should ensure that events are accessible and comply with anti-discrimination regulations and should consider strategies to encourage attendance of disadvantaged groups who may otherwise not have access to an event.	<ul style="list-style-type: none"> <li>▪ accessibility,</li> <li>▪ communication</li> <li>▪ inclusiveness</li> </ul>	<ul style="list-style-type: none"> <li>▪ provision for disability access in accordance with Australian Standards</li> <li>▪ consider multiple marketing and ticketing options to ensure accessibility</li> <li>▪ work with community agencies to involve disadvantaged groups</li> </ul>
<b>Principle 8:</b> Continual improvement will be enabled, based on accountability, transparency and good governance.	Event organisers should ensure that all legal and statutory requirements applying to an event are complied with. Event organisers should identify sustainability indicators suited to their event and measure and review performance against these indicators to identify opportunities for improving the sustainability of their events.	<ul style="list-style-type: none"> <li>▪ regulatory compliance</li> <li>▪ liquor licensing</li> <li>▪ public liability</li> <li>▪ food handling</li> <li>▪ traffic management</li> </ul>	<ul style="list-style-type: none"> <li>▪ identify all legal and statutory regulations that apply to the event</li> <li>▪ apply for required liquor licensing, food handling, development consents</li> <li>▪ secure public liability and required insurance coverage</li> <li>▪ develop and submit traffic management plans for approval</li> <li>▪ meet all environmental protection and waterway authority regulations</li> </ul>

*Table 1 - Application of Sustainability Principles to Sustainable Event Planning and Management*





- 5.7 The planning and management of events within the City of Hawkesbury, whether on public or private lands, will involve event organisers working in partnership with Council, business and the community. A partnership generally implies a two way process based on the notion of reciprocity. Event organisers should recognise that they and event attendees will, for a time, become part of the Hawkesbury community and will be provided with access to the City's natural resources and built infrastructure. The enjoyment of these community and environmental assets should not occur at the expense of the wider community and will be enhanced through the delivery of safe, socially responsible and ecologically sensitive events.
- 5.8 Council recognises that it has a role in assisting event organisers to plan and manage events within the City of Hawkesbury which can deliver the best possible environmental, social and economic outcomes for event organisers, attendees and the wider community.

## 6.0 APPLICATION

- 6.1 This Policy is intended to provide a framework by which event organisers, whatever the scope or profile of their event, can identify and implement appropriate actions which reflect the eight Sustainability Principles that Council and the community have adopted to guide decision making and development within the City of Hawkesbury.
- 6.2 This policy, and its associated guidelines, carry no regulatory weight. Compliance with the Policy should not be interpreted as conferring approval or consent for the staging of an event. Event organisers are responsible for ensuring that all required approvals and consents are obtained prior to the commencement of any works or activities associated with their event. Council staff are available to provide advice in relation to approvals or consents which may be required for a particular event.
- 6.3 This policy is intended to be used as a tool to guide decision making. It is not meant to be applied in a prescriptive way or be used in a way that prohibits or controls an event. Its value lies in providing guidance to event organisers, whether they are Council staff, community organisations or private individuals, to encourage the planning and management of safe, socially responsible and ecologically sensitive events.
- 6.4 This policy recognises that Council is in a position to positively influence those events which are held on Council property, are hosted by Council, financially sponsored by Council, or which require development consent or regulatory approval. In these contexts, Council may require event organisers to implement actions outlined in the *Hawkesbury City Council Sustainable Events Management Guide*. Council accepts, however, that such an outcome is best achieved through a partnership approach which takes into account the scope and profile of an event, and the resources available to event organisers to implement actions recommended or required by Council.
- 6.5 This Policy provides a best practice framework for sustainable event planning and management. As such it should be applied to all events within the City of Hawkesbury whether organised by Council staff, community groups or business entities, whether events are located on private or public lands, or whether they are conducted for profit or non-profit purposes.
- 6.6 The Policy acknowledges that events will differ in size and purpose. Events may range from small neighbourhood celebrations, private functions, school fetes, art exhibitions, seminars and the like which may attract a relatively small number of local residents travelling limited distances; to large, regional and district festivals, music events and sporting competitions which will attract sizeable audiences including visitors and participants travelling to the Hawkesbury. Each event will face different procurement, energy supply, water use, public safety, communication, transport, traffic, environmental, and waste disposal issues. The intent of this Policy, through the *Hawkesbury City Council*



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*Sustainable Events Management Guide*, is to help organisers to tailor practical, affordable and sensible solutions to implement the objectives of this Policy.

- 6.7 In this context, Council would encourage event organisers to apply the event management strategies (of the type identified in Table 1 and detailed in the *Hawkesbury City Council Sustainable Events Management Guide*) which are most appropriate to the scope, and circumstances of their event. Council recognises that to accommodate the varying demands and requirements imposed by different events, the application of the Policy and the *Hawkesbury City Council Sustainable Events Management Guide* will need to be flexible and responsive. Different events will call for different sustainability objectives and outcomes.
- 6.8 In adopting and applying this Policy, Council encourages event organisers to, at a minimum:
- identify issues which are relevant to their circumstances, event profile and size;
  - put a plan in place to sustainably manage those issues over time;
  - measure performance (emissions, waste streams, resource consumption); and
  - strive to continually improve the sustainability of their events.

#### 7.0 DELEGATIONS

- 7.1 The delegations and responsibilities of Council staff in relation to the implementation of this Policy will be as determined by the General Manager.

#### REFERENCES AND GOVERNING POLICIES AND DOCUMENTS.

1. *Hawkesbury City Council Sustainable Events Management Guide*.
2. *Hawkesbury Community Strategic Plan 2010-2030*, Hawkesbury City Council, Adopted