

FNQROC – Best Practice Guidelines for events in the FNQ Region



Councils within the Far North Queensland region recognise the economic and social importance of events within the region now and into the future. Attendees at these events become ambassadors for the region and it is important they return home with positive stories to tell. These guidelines have been developed for councils as a guide on the minimum expectations of event organisers.



2014

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Objective

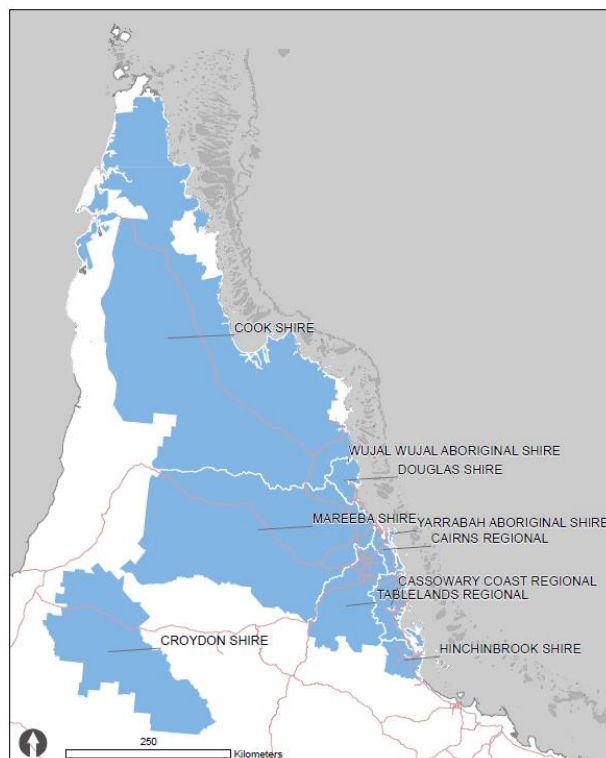
The objective of these guidelines is to ensure that a standard level of service is provided across the region in relation to events and thus ensure participants have an overall positive experience during their stay in FNQ. These guidelines are for council's consideration for any event in FNQ. They also provide guidance to event organisers who may be coordinating events which cross more than two (2) of the FNQROC member council boundaries.

For events which cross more than two (2) council boundaries, the Far North Queensland Regional Organisation of Councils (FNQROC) provides a Terms of Reference adopted by the Board which guides how they would like the process managed. A copy of the Terms of Reference can be found in appendix A.

Individual councils may have more detailed event guidelines and these must be referred to in the first instance of the event planning process.

The FNQROC region is identified in the map below and includes the following Local Government Areas:

- Cairns Regional Council
- Cassowary Coast Regional Council
- Cook Shire Council
- Croydon Shire Council
- Douglas Shire Council
- Hinchinbrook Shire Council
- Mareeba Shire Council
- Tablelands Regional Council
- Wujal Wujal Aboriginal Shire Council
- Yarrabah Aboriginal Shire Council



Minimum Requirements

The minimum requirements listed below are based on a variety of other event guidelines and anecdotal experience shared with event organisers. The full details of those relevant organisations are listed at the end of this document.

It is recognised that in certain circumstances some elements may not be required or achievable. Where this is the case, council is encouraged to identify these with the event organiser and vice versa to ensure all parties are aware of any potential consequences.

	Event Organiser	Local Government/FNQROC
Camping	Recommended allocation of minimum 9m ² per person for camping (includes space for tent, access aisles, etc.)	
Cleaning and Maintenance	Ensure site is maintained throughout the event and cleaned after all participants and facilities have been removed. Ensure any council facilities are clean and secure.	Councils may require bond as part of the event.
Communication/Marketing	Coordinate communications with all relevant organisations (ie. TTNQ, Chamber of Commerce, individual tourism offices, business associations, etc.) See list of contact at end of these guidelines.	Identify key contact within each council to coordinate liaisons with event organiser. FNQROC Regional Events Group could assist with coordinating relevant associations where an event crosses a number of council boundaries.
Community Group involvement	Event organiser to consider involving the local community where possible.	Council to provide details of relevant community organisations that may be able to assist in the events success
Contacts	Provide all councils with a list of contacts for the event management.	

Contractual arrangements		Where possible, develop single contractual arrangements which identify what level of support each individual council is providing (eg. in-kind, financial, etc), and the expected return from the event organiser (eg. access to economic data in relation to return on investment, etc.)
Disability Access	Ensure event has available ramps including handrails and lifts where ever needed and disability accessible toilets.	
Essential Services	Police – check if police permit required. Ambulance – will an ambulance be required? IF so, contact Queensland Ambulance. Fire – event notification required.	
Food Permits	Make sure all food permits are sourced before arrival. Where all food is being prepared in a mobile vehicle travelling with the event, a single “mobile food licence” can be obtained. Otherwise, food licences must be sought from each individual council.	
Insurance	The event organisers must have in place a public liability policy with an Australian Prudential Regulation Authority (APRA) approved insurer. Check if there are other stakeholders involved in the event which need public liability cover.	
Liquor licencing	If liquor is to be provided on site, event organiser must ensure licencing requirements have been met.	

Medical attention	1 first aid post (including 2 trained first aid medics) per 500 attendees.	
Parking	Confirm there is an adequate amount of parking for attendees of the event.	
Power	If site is council owned, clarify power usage arrangements. If no power available on site, event organiser to arrange own supply (via generator or other source).	Facilitate access to power facilities if available on site.
Risk Assessment	Pre-event risk identification OH&S Risk Management Plan in accordance with AS/NZS 4360 – Risk Management, for events of more than 5,000 people. Weather contingency plan.	
Security	2 security guards overnight. Gate marshals at other times. 1 security guard per alcohol stand. 1 per 500 patrons for general observation, behaviour.	
Sewerage/Grey water	Estimated sullage where event participants staying on site - 40L pp/day (90% grey water, 10% sewage). Event organiser will need to arrange access to sewer manholes or, storage of both grey water and sewage on site until disposal can be arranged.	Facilitate access to sewage facilities if available on site.
Signage	Check if DTMR might assist with flashing signage to warn motorists where there is a traffic risk.	

Shower facilities	Provision of facilities at the rate of 3.5 showers per 100 people.	
Solid Waste and Recycling	<p>Develop a Waste Management Plan. This should incorporate waste management for both back of house (i.e. stall holders or event organisers) and front of house (event participants/attendees). Where possible, the event should be waste wise and use recycling facilities where available. One recycling bin should be provided for every general waste bin. Bins should be emptied regularly throughout the event. The use of 3m³ bulk bins in addition to the normal wheelie bins is strongly recommended. Refer to the following documents for more detailed design guidelines in relation to organising a waste wise event: http://www.ecorecycle.sustainability.vic.gov.au/resources/documents/WWE_Toolkit_(Full_Version).pdf</p>	Facilitate access to municipal waste facilities.
Toilet facilities	Provision of facilities at the rate of 3.5 toilets per 100 people.	
Traffic Management	<p>Traffic Management Plan required to be prepared: Must include consideration of the following:</p> <ul style="list-style-type: none"> • signage, • disabled parking, • VIP parking, • pedestrian access, • marshals, • car parking area, • entry and exit points, • lighting, 	

	<ul style="list-style-type: none"> • road closures, and, • promotion of alternative transport. <p>Recommended to enlist the services of the local SES for assistance with traffic management with payment by donation, or enlist the services of a private contractor.</p>	
Water	<p>Access to water supply to be confirmed. Where not available on site, event organiser to supply own water.</p> <p>Estimated usage – 62L pp/day (where event participants are eating, and staying on site). 20L pp/day otherwise.</p>	<p>Facilitate access to water points if available on site.</p>

Key Contacts

Local Government

Local Government	Contact Officer	Contact Number
Cairns Regional Council	Regional Events Development Officer	(07) 4044 3520
Cassowary Coast Regional Council	Tourism Coordinator	(07) 4043 8852
Cook Shire Council	Economic Development Officer	(07) 4069 5444
Croydon Shire Council	Deputy CEO	(07) 4748 7100
Douglas Shire Council	Executive Officer/Strategy and Policy Co-ordinator	(07) 4099 9411
Hinchinbrook Shire Council	Manager Corporate and Economic Development	(07) 4776 4600
Mareeba Shire Council	Events and Media Officer	(07) 4086 4664
Tablelands Regional Council	Grants/Economic Development Officer	(07) 4089 2304
Yarrabah Aboriginal Shire Council	Chief Executive Officer	(07) 4056 9120
Wujal Wujal Aboriginal Shire Council	Chief Executive Officer	(07) 4083 9103
FNQROC	Regional Projects Coordinator	(07) 4044 3376

Local Tourism Organisations

Tourism Tropical North Queensland (Cairns)

P: (07) 4031 7676

E: info@ttnq.org.au

W: <http://ttnq.org.au/>

Tropical Coast Tourism (Cassowary Coast)

E: secretary@tropicalcoasttourism.com.au

W: <http://www.tropicalcoasttourism.com.au/>

Tourism Cape York (Cooktown and Cape York)

P: 1800 174 895

W: <http://www.tourismcapeyork.com/>

Port Douglas Daintree Tourism (Douglas)

P: (07) 4099 4588

E: info@visitportdouglasdaintree.comW: <http://www.visitportdouglasdaintree.com.au/>**Tropical Tablelands Tourism (Mareeba and Tablelands)**

P: (07) 4096 7405

W: <http://www.athertontablelands.com.au/>**Chambers of Commerce/Business Associations**

Atherton Business Association PO Box 257 Atherton Qld 4883 P: 4096 7405 E: office@athertontablelands.com.au W: http://www.athertontablelands.com.au	Babinda Chamber of Commerce 48 Munro St Babinda Qld 4861 P: (07) 4067 1202
Cairns Chamber of Commerce Level 2, 51 The Esplanade Cairns Qld 4870 P: (07) 4031 1838 E: info@cairnshamber.com.au W: http://www.cairnshamber.com.au/	Cardwell Chamber of Commerce P.O. Box 14 Cardwell Qld 4849 P: (07) 4066 8366
Cooktown Chamber of Commerce and Tourism 9 Boundary Street Cooktown Qld 4895 P: (07) 4069 5166	Etheridge Chamber of Commerce PO Box 45 Georgetown Qld 4871 P: (07) 4062 1306 E: secretary@etheridgechamber.com.au W: http://www.etheridgechamber.com.au/
Herberton & District Business Traders Association PO Box 213 Herberton Qld 4887 P: 4096 2632 E: shaaron.linwood@trc.qld.gov.au	Hinchinbrook Chamber of Commerce PO Box 55 Ingham Qld 4850 P: (07) 4776 0090 E: admin@hinchinbrookchamber.com.au W: http://www.hinchinbrookchamber.com.au
Innisfail Chamber of Commerce, Industry & Tourism Inc. P: (07) 4061 1336 E: secretary@innisfailchamber.com.au W: http://www.innisfailchamber.com.au/	Kuranda Chamber of Commerce and Tourism PO Box 499 Kuranda Qld 4881 P: (07) 4093 9311 E: info@kuranda.org W: http://www.kuranda.org/
Malanda Chamber of Commerce PO Box 560	Mareeba Chamber of Commerce PO Box 1653

<p>Malanda Qld 4885 P: 0418 733 147 W: http://www.malanda.info/</p>	<p>Mareeba Qld 4880 P: (07) 4092 6050 E: admin@mareebachamber.com.au W: http://www.mareebachamber.com.au</p>
<p>Millaa Millaa Chamber of Commerce PO Box 11 Millaa Millaa Qld 4886 W: http://www.millaamillaa.com.au/</p>	<p>Mulgrave District Chamber of Commerce PO Box 200 Gordonvale Qld 4865 P: 0417 609 656</p>
<p>Port Douglas Chamber of Commerce Inc. PO Box 27 Port Douglas Qld 4877 P: 07 4084 0285 E: secretary@portdouglaschamber.com.au W: http://www.portdouglaschamber.com.au/</p>	<p>Ravenshoe and District Chamber of Commerce PO Box 277 Ravenshoe Qld 4888 P: (07) 4097 6421 E: BertWilson@nqsavannah.com</p>
<p>Tully and District Chamber of Commerce PO Box 320 Tully Qld 4854 P: (07) 4068 1611 E: secretary@tullychamber.com.au W: http://www.tullychamber.com.au/</p>	<p>Yungaburra Association Inc. PO Box 164 Yungaburra Qld 4884 P: (07) 4095 3724 (Max Lewis – President) or 0429912613 (Trudy Drewitt – Secretary) E: max.is.machez@gmail.com or trudyd@live.com.au</p>

Promotion

Australian Tourism Data Warehouse (ATDW)

Tourism and Events Queensland works with the Australian Tourism Data Warehouse (ATDW), which is Australia's primary resource for tourism businesses to get their information online. It is a centralised national database which feeds information on your tourism business into a network of up to 60 websites.

The expanding network of distributors includes:

- Tourism and Events Queensland's consumer site www.queenslandholidays.com.au
- Tourism Australia www.australia.com
- About Australia www.about-australia.com
- Flight Centre www.flightcentre.com.au
- Queensland's Regional Tourism Organisations' sites and many more

There is no cost to list an event through ATDW and it is highly recommended that the event is listed.

www.tq.com.au/marketing/australian-tourism-data-warehouse/events.cfm

Volunteers

If you need help to run your event, register your organisation and you will be able to connect with people looking for volunteer opportunities.

www.volunteeringqld.org.au

Funding opportunities

Each Council has its own Community Grants Policy which includes support for local events. For larger cross regional events, funding is often also available and will need to be discussed with individual councils. For events that cross more than two (2) local government boundaries, a single contractual arrangement usually will be sought. This could be coordinated through the FNQROC Regional Events Group.

Links to councils specific grants programs are as follows:

Cairns Regional Council - <http://www.cairns.qld.gov.au/community-information/community-grants>

Cassowary Coast Regional Council - <http://www.cassowarycoast.qld.gov.au/web/guest/community-assistance-scheme>

Cook Shire Council - <http://www.cook.qld.gov.au/53>

Croydon Shire Council -

<http://www.croydon.qld.gov.au/documents/98276/1011788/Community%20Grants%20Policy.pdf?version=1.0&t=1381447668398>

Douglas Shire Council - <http://douglas.qld.gov.au/douglas-shire-council-events-strategy-2014-2019-community-support-program-guidelines/>

Hinchinbrook Shire Council – <http://www.hinchinbrook.qld.gov.au/>

Mareeba Shire Council - <http://msc.qld.gov.au/download/fiks/Financial%20and%20In-kind%20Support%20Program%20Policy%202011-03-2014.pdf>

Tablelands Regional Council - <http://www.trc.qld.gov.au/my-community/funding-grants>

Tourism Qld also publishes an annual Grants Guide:

<http://www.tq.com.au/resource-centre/industry-assistance/financing-your-tourism-business/tourism-assistance-database>

Source Documents/Events

A number of organisations, documents and individuals were consulted in the preparation of this guideline. FNQROC would like to acknowledge the following:

- ◆ Australian Government Attorney-General's Department
- ◆ Brad Newton Photography
- ◆ Graeme Ferguson - Bicycle Queensland
- ◆ Cairns Regional Council image library
- ◆ Glenys Duncombe - Far North Queensland Hospital Foundation
- ◆ Government of Western Australia Department of Health
- ◆ New South Wales Environment Protection Authority
- ◆ Shire of Mundaring, Western Australia
- ◆ Sustainable Victoria
- ◆ Townsville Enterprise Limited
- ◆ Tourism Tropical North Queensland

Appendix A – FNQROC Regional Events Strategy Group Terms of Reference



Regional Events Strategy Group

Terms of Reference

PURPOSE

The purpose of the working group is to assess and make recommendations to member councils on sponsorship requests which cross council boundaries.

The types of recommendations could be (but are not limited to):

- Recommendation to Council for support or otherwise for an event
- Sponsorship and economic data in return (note sponsorship made collectively will provide councils with more opportunity to seek a greater return)
- Economic return on Investment information (once a system has been agreed and implemented)

It is also envisaged the working group will:

- create strategies which will produce the best possible outcome for councils, the region and the event
- To provide access to advice and guidance in implementing regional event collaborations, and
- Share knowledge, experience and resources for the benefit of all member councils

CROSS COUNCIL EVENT PROCESSES

Sponsorship requests - When an event organiser contacts a council with an event sponsorship proposal which crosses or has the potential to cross local government boundaries, FNQROC is notified and a meeting will be called. The working group will evaluate the proposed sponsorship request using the following guidelines:

- Review options of individual council sponsorship or potential for collaborative regional sponsorship
- Assess the return on investment for socio-economic benefit to communities

The RESG will then

- Provide recommendations to respective host councils
- Provide ongoing advice on the sponsorship contract as required

Ways of Working - Meetings

- The Group will meet as needed to assess cross government sponsorship proposals.
- Meetings could be conducted by other means other than face-to-face if appropriate.
- Members of the Group will receive agenda papers one week before each meeting where possible.
- Minutes of the meeting will be kept and distributed to all members.
- Members may be contacted between meetings for advice should the need arise.
- From time to time sub-groups may be formed to work on specific issues as appropriate.
- From time to time individuals/organisations may be co-opted to provide specific advice and expertise as required.

Group Membership

Core membership will be the member councils of FNQROC. Representation is welcome from Government, tourism organisations, Regional Economic Development Organisations and regional event stakeholders, including but not limited to:

- Tourism Tropical North Queensland
- Events Queensland
- Chambers of Commerce – representatives from relevant project areas
- Department of State Development, Infrastructure and Planning – sector representative
- Economic and regional development organisations as appropriate

Responsibilities

- Share within the group information regarding regional events involving existing or potential cross boundary participation
- Collaboratively develop policies, business plans, funding applications and other appropriate documents to support the development of cross boundary collaborations
- Providing a forum for discussion of progress and opportunities for presentations by individuals and organisations that may assist the purpose of Group
- Represent the Group at other meetings and occasions to gather and disseminate information that will forward the purpose of the Group

Monitoring

Regularly review the effectiveness of the Group and adjust the Term of Reference as appropriate, to best meet the needs of the Group and stakeholders to achieve successful outcomes.