



# Community Event Toolkit



*Making the City of Gosnell's a great place.*

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# Introduction

A public event is an effective way of bringing the community together and showcasing your group and its objectives. Events can be held annually, biannually or as a 'once off' occasion. Pre-planning will help to ensure your event runs smoothly and safely.

This guide has been developed to assist you to work through the event management process.

**This guide is to be used as a reference only – it is not a definitive resource as each event has its own specific requirements with varying needs.**

Event organisers are encouraged to contact the City's Community Events team prior to lodging applications and documentation at [events@gosnells.wa.gov.au](mailto:events@gosnells.wa.gov.au).



# Budget like a pro...

Consider the below when creating your budget:

- **Calculate all possible expenses**  
It's a good idea to estimate costs at 10% higher than expected to cover any unexpected charges
- **Consider possible income sources**  
Revenue from ticket sales, donations, sponsorship and grants, in-kind contributions, vendor income, merchandise sales etc
- **Research funding opportunities**  
Your organisation may be eligible for grant funding. See grant funding information below
- **Secure the best possible price**  
Contact multiple suppliers when obtaining quotes. Don't forget to consider the quality of the work being provided as well as cost. The cheapest option might not always be the most suitable solution
- **Consistently review your budget**  
Be sure to update your budget as items are confirmed. Remember to keep all your receipts as you will need this for when you acquit your project with grant funding bodies.

## City of Gosnells Community Grants Program

The City of Gosnells Community Grants Program reflects the City's commitment to support and encourage organisations to deliver quality community events in the City of Gosnells. For further information relating to City's Community Grants click [Community Grants Program](#)

## Other Grant Funding opportunities

**Lotterywest**

[lotterywest.wa.gov.au/grants/grant-opportunities](https://lotterywest.wa.gov.au/grants/grant-opportunities)

**Healthway**

[healthway.wa.gov.au/our-funding/](https://healthway.wa.gov.au/our-funding/)



# Budget example and template

The City's Community Events Team has developed an example guide below on how to track your events budget. Click [Budget Template](#) for a copy to use for your event planning.

## <EVENT NAME>

| HIRE EQUIPMENT / CONTRACTORS | Budget (exc)       | Budget (inc GST)   | Supplier            |
|------------------------------|--------------------|--------------------|---------------------|
| Stage Hire                   | \$ 727.27          | \$ 800.00          | Stage Hire Perth    |
| Venue hire                   | \$ 909.09          | \$ 1,000.00        | City of Gosnells    |
| Toilet Hire                  | \$ 681.82          | \$ 750.00          | Toilet Hire Perth   |
| Fencing                      | \$ 1,818.18        | \$ 2,000.00        | Fencing Hire Perth  |
| Security                     | \$ 909.09          | \$ 1,000.00        | Security Hire Perth |
| <b>Total:</b>                | <b>\$ 4,136.36</b> | <b>\$ 4,550.00</b> |                     |

| PERFORMERS / ACTIVITY PROVIDERS | Budget (exc)       | Budget (inc)       | Supplier           |
|---------------------------------|--------------------|--------------------|--------------------|
| Acoustic Musician               | \$ 409.09          | \$ 450.00          | Entertainment Plus |
| Dance Troupe                    | \$ 636.36          | \$ 700.00          | Groove Machine WA  |
| <b>Total:</b>                   | <b>\$ 1,045.45</b> | <b>\$ 1,150.00</b> |                    |

| MATERIALS/CONSUMABLES: | Budget (exc)     | Budget (inc)     | Supplier        |
|------------------------|------------------|------------------|-----------------|
| Wristbands             | \$ 181.82        | \$ 200.00        | Bandsonline.com |
| 20 x Staff lanyards    | \$ 90.91         | \$ 100.00        | Officeworks     |
| <b>Total:</b>          | <b>\$ 272.73</b> | <b>\$ 300.00</b> |                 |

| ADVERTISING & PROMOTIONS: | Budget (exc)     | Budget (inc)     | Supplier      |
|---------------------------|------------------|------------------|---------------|
| A3 posters x 25           | \$ 45.45         | \$ 50.00         | Print Express |
| Social Media Paid Post    | \$ 64.55         | \$ 60.00         | Facebook      |
| <b>Total:</b>             | <b>\$ 100.00</b> | <b>\$ 110.00</b> |               |

| SALARIES/WAGES:    |                    |                    |  |
|--------------------|--------------------|--------------------|--|
| Casual staff       | \$ 1,163.64        | \$ 1,280.00        |  |
| Volunteer Donation | \$ 454.55          | \$ 500.00          |  |
| <b>Total:</b>      | <b>\$ 1,618.18</b> | <b>\$ 1,780.00</b> |  |

| ADDITIONAL         | GST exc            |  |  |
|--------------------|--------------------|--|--|
| Contingency funds  | \$ 2,000.00        |  |  |
| <b>Profit/Loss</b> | <b>\$ 2,000.00</b> |  |  |

| Total Expenses:    | GST exc             |  |  |
|--------------------|---------------------|--|--|
| Budget:            | \$ 20,000.00        |  |  |
| Actual expenses:   | \$ 8,900.00         |  |  |
| <b>Profit/Loss</b> | <b>\$ 11,100.00</b> |  |  |

| Total Income:        | GST exc             |  |  |
|----------------------|---------------------|--|--|
| Activity Income      | \$ 15,000.00        |  |  |
| Sponsorship Funds    | \$ 5,000.00         |  |  |
| <b>Total Budget:</b> | <b>\$ 20,000.00</b> |  |  |

# Choosing a venue

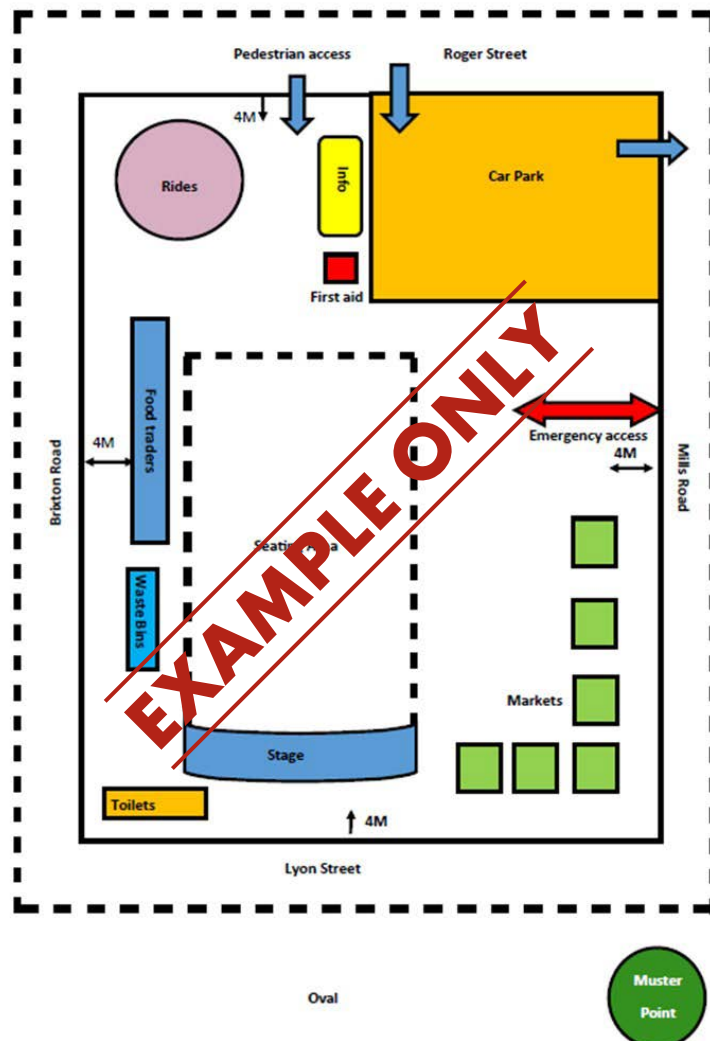
Choosing the right facility can make or break your event. Consider the following when selecting your event venue:

- Does the site have access to power and water?
  - Are there existing toilets onsite or will temporary toilets be required?
  - What parking options are available?
  - Is the site close to public transport?
  - Do you require heating or air conditioning?
  - Does the event space have existing audio/visual facilities?
  - Is the event site accessible to vehicles?
  - Is the chosen facility a suitable size for the expected attendance?
  - Is there enough existing lighting in the vicinity?
  - Is the site accessible for people with additional mobility requirements?
- Visit the City's [website](#) to view the City's facilities for hire.

## Sample site plan

A site plan is an essential tool to communicate the layout and setup of your event. This can be distributed to key personnel and stakeholders and is important when relaying emergency access information. A site plan should include the following key items:

- Entrances and exits
- Emergency access points
- Toilets
- Waste bins
- First aid point
- Water
- Parking
- Muster point/Evacuation points
- Event information area
- Food vendors
- Stalls
- Marquees/Shade
- Stage
- Licensed areas
- Amusements and rides
- Accessible entry points
- Temporary lighting
- Fire extinguishers
- Fencing
- Security posts
- Lost child point



# Infrastructure

No matter how large or small your event, there are certain elements that are essential to make it successful and keep attendees safe, comfortable during the event.

Depending on your venue choice you may need to source additional infrastructure. This could include:

- **Staging and audio-visual equipment** – Check the requirements of your entertainers and consider booking professional services to manage sound and stage lighting.
- **Temporary structures** – These include marquees and shelters to protect from the elements, temporary fencing, tables and chairs etc. See page 13 for guidelines on temporary structures.

**NOTE:** Some temporary structures and other installations require sign-off by the installer to ensure structural sufficiency and electrical compliance.

[Certificate of electrical compliance](#)

[Checklist of structural sufficiency](#)

- **Amusement rides and attractions** – Show amusement rides, including bouncy castles, must comply with Subdivision 2 of the *Work Health and Safety (General) Regulations 2022*. Rides must be maintained by a competent person and a logbook and Public Liability Insurance certificate must be presented on request.
- **Power requirements** – Check the power requirements of your third-party suppliers well in advance. Power will likely be required for activities, staging, lighting and food vendors: including generators, distribution boards and power leads. See page 13 for guidelines on electrical compliance.
- **Waste** – It is the responsibility of the event organiser to ensure that all rubbish is removed from the event site. Additional bins including rubbish and/or recycling bins, waste skips, compost options, Containers for Change bins and waste oil drums could be required. The City requires at least one (1) waste and one (1) recycle bin per 100 persons at events.

Additional rubbish and recycling bins can be ordered from the City's [website](#), charges apply. This only applies to those hiring City facilities.

- **Drinking water facilities** – Consider providing free drinking water for your attendees. Free drinking water must be available in summer months at events. If you are hosting a licensed event, free drinking water must be provided under the *Liquor Control Act 1988*.
- **Lighting** – Consider if additional lighting is required to keep your event safely lit at all times, including to and from car parking areas. Remember that extra lighting may also be required if you are setting up/packing down after dark.

- **Toilets\*** – The number of required toilets is dependent on the expected attendance. The number of toilets must comply with the below:

| TOTAL<br>ATTENDANCE | MALE FACILITIES |                     |    | FEMALE<br>WC'S | HAND BASINS |        |
|---------------------|-----------------|---------------------|----|----------------|-------------|--------|
|                     | WC's            | Urinals             |    |                | Male        | Female |
|                     |                 | Trough or wall hung |    |                |             |        |
| Up to 1000          | 2               | 1.5 metres          | 3  | 5              | 1           | 1      |
| 1001 - 2000         | 3               | 3 metres            | 6  | 10             | 2           | 2      |
| 2001 - 3000         | 4               | 4.5 metres          | 9  | 15             | 3           | 3      |
| 3001 - 4000         | 5               | 6 metres            | 12 | 20             | 4           | 4      |
| 4001 - 5000         | 6               | 7.5 metres          | 15 | 25             | 5           | 5      |
| 5001 - 6000         | 7               | 9 metres            | 18 | 30             | 5           | 6      |
| 6001 - 7000         | 8               | 10.5 metres         | 21 | 35             | 6           | 7      |
| 7001 - 8000         | 9               | 12 metres           | 24 | 40             | 7           | 8      |
| 8001 - 9000         | 10              | 13.5 metres         | 27 | 45             | 8           | 9      |
| 9001 - 10,000       | 11              | 15 metres           | 30 | 50             | 9           | 10     |

Females increase at the rate of 1 WC per 100 females.

Males increase at the rate of 1 WC per 500 males plus 1.5 metres urinal or 3 urinals per 500 males.  
(This table uses 500mm as 1 urinal space – BCA uses 600mm).

Hand wash basins 1 per 5 WC's or urinals.

These figures are for events where alcohol is available.

#### Duration of event

#### Percentage of table values

More than 8 hours

100%

6 hours but less than 8 hours

80%

4 hours but less than 6 hours

75%

Less than 4 hours

70%

If no alcohol then reduce the above table by

50%

Be flexible – utilise experience to ascertain the relevance of this table to your events.

\* These tables are provided as a guide and toilet numbers may be adjusted to suit the specific needs of an event. Requirements should be discussed with the City's Health and Compliance team on (08) 9397 3904



## Services

A number of third-party services may be required to ensure the smooth delivery of your event.

- **Security** – Security guards can be used for crowd control, compliance with service of alcohol requirements, to protect assets and equipment during the event or overnight. Where alcohol is provided, there should be a ratio of one crowd controller per 100 patrons and for lower risk events the numbers can be reduced e.g. one (1) crowd controller per 200 patrons.
- **First Aid** – Your event must have at least one qualified First Aid Officer who must remain onsite at all times. The following table can be used as a guideline to determine your first aid personnel requirements.

| ATTENDANCE | FIRST AIDERS | FIRST AID POSTS |
|------------|--------------|-----------------|
| 500        | 2            | 1               |
| 1000       | 4            | 1               |
| 2000       | 6            | 1               |
| 5000       | 8            | 2               |
| 10,000     | 12           | 2               |

- **Cleaning** – Hiring a professional cleaning contractor can help keep your event site safe and clean for visitors and may be required for large and ongoing events.
- **Photography and videography** – Consider getting a professional to capture moments from your event. These can be beneficial when promoting future events. Keep in mind that consent is required from individuals who appear in your photographs.
- **Entertainment** – The chosen entertainment and attractions are often the main drawcard to events. This might include live stage performances, musicians, face painting, petting zoo, magicians, crafts, dancers etc. Event organisers need to obtain a copy of the supplier's Public Liability Insurance.

# Traffic management

Poor traffic management and insufficient parking solutions can have a lasting negative impact on event attendees and residents living in close proximity of the event.

Traffic management plans are required to be submitted to the City for approval at least six (6) weeks in advance of the event and may also require approval from Main Roads WA.

An accredited traffic management contractor will be required to provide a Traffic Management Plan (TMP) if you intend to close roads or alter the flow of traffic.

Contact the City of Gosnells Transport and Road Safety Team at [traffic@gosnells.wa.gov.au](mailto:traffic@gosnells.wa.gov.au) to find out if a TMP is required for your event.

## Parking

You may be required to submit a parking plan to the City for approval if your event is expected to disrupt local traffic. The plan and map must include:

- Event location with street names
- Number of existing parking bays
- Number of overflow parking bays
- Reserved parking bays – Note that some bays may be required by other users of the facility
- Regulatory parking signage
- Location of parking marshals to manage pedestrian and vehicle movement
- ACROD parking bays
- Pick up/drop off points
- Visitor entry and exits
- Emergency vehicle access point
- Evidence of notification to local residents
- Details of alternative transport options in the area ie trains, buses, bike stands etc
- How this information will be communicated to attendees

# Food traders

Event organisers are responsible for notifying the City of food trader attendance by completing the City's [Event Trading Notification form](#) at least 14 days prior to the event.

It is the responsibility of the event organiser to ensure that all stalls and food traders have the appropriate approvals before allowing them to participate and trade at the event.

All food vehicles and temporary food premises (stalls) intending to operate on the day of an event are subject to the [City of Gosnells Thoroughfares and Public Places Local Law 2021](#).

A Permit Application is no longer required to trade at events held within the City of Gosnells, however food traders must –

1. Seek permission from the event organiser prior to the event and obtain an invite to trade at the event.
2. Hold a valid Certificate of Registration under the Food Act 2008.
3. Comply in all aspects with the [City of Gosnells Thoroughfares and Public Places Local Law 2021](#).
4. Hold a valid Certificate of Currency for Public Liability Insurance to a minimum amount of \$10M.

Contact the City's Health Service for further information on 9397 3904.

- Some traders will have their own generator, some will require power. Ensure this is discussed prior to engaging food vendors.
- Will you charge them a site fee to attend? Keep in mind that food vendors are there to make a profit.
- When choosing food traders, take into account that event attendees may have varied dietary or cultural requirements.
- Food and beverage traders will be required to provide relevant insurances and documentation when submitting their application.
- Consider whose responsibility it is to manage waste from food vendors, including rubbish, food waste, cardboard and waste oil.

For more information, click [Food Trading Information](#)



# Safety

It is recommended that both Risk Management Plans and Emergency Management Plans are created for each event. **Note: it is compulsory for events with 1,000 or more patrons to have these plans.**

Careful planning will minimise the risk of injury to visitors and will assist in the event that an emergency response is required. Before your event, it is vital that you make an informed assessment of all possible risks and opportunities associated with the event. Identify potential hazards that could pose a risk to anyone involved in the event and opportunities to reduce or eliminate the hazard.

## Risk Management Plan

It is important to ensure that all possible risks associated with an event are identified during the planning stages and are catered for.

Hazards may include:

- Inclement weather (including rain, wind and sun)
- Suppliers or staff/volunteers falling ill
- Technical faults
- Electrical issues
- Slips, trips and falls
- Uneven ground
- Installations within buildings
- Temporary structures
- Proximity to water bodies
- Fire

This list is not exhaustive. As the event organiser you must ensure that all hazards appropriate to the event are addressed.

For a basic risk matrix template [Health & Safety Risk Assessment](#)

## Emergency Management Plan

An Emergency evacuation plan is required for all Events. It is recommended you have an Emergency Management Plan as part of your risk strategy that covers how to manage emergencies during the event:

Points to examine include:

- Evacuation plan with multiple exit points (is required for all events)
- Venue access for emergency vehicles
- Muster point locations
- Responsible personnel in case of emergency
- Medical incident procedures
- Security incident procedures
- Lost/found child procedures
- Notifying emergency services
- Briefing for staff, contractors and volunteers including evacuation procedures and the escalation process in case of an incident
- Process for reporting incidents

# Licences, insurances and compliance

Holding sufficient insurance is an important part of ensuring the safety of event organisers, contractors, staff, volunteers, visitors and members of the public. It is a requirement that event organisers arrange comprehensive Public Liability Insurance..

Other licences and approvals may apply depending on the elements of your event. Refer to the table below for specific licensing requirements.

Contact the City's Community Events Team or Health and Compliance Team for any questions relating to your insurance requirements and other legal obligations.

## Events Team

events@gosnells.wa.gov.au  
(08) 9397 3111

## Health and Compliance Team

governanceadmin@gosnells.wa.gov.au  
(08) 9397 3904

|                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|---------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Large Public Event Application</b> | <p>For events with expected attendance of greater than 500 people at any one time, the City of Gosnells requires a Large Public Event application to be completed and submitted to the City's Health and Compliance team at least 60 days prior to the event.</p> <p>Applications should be submitted to <a href="mailto:info@gosnells.wa.gov.au">info@gosnells.wa.gov.au</a></p> <p><a href="#">Guidelines for Large Public Events</a></p> <p><a href="#">Large Public Event Application Form</a></p>                                                                                                                                                                                                                                                |
| <b>Liquor</b>                         | <p>If you intend to serve or sell alcohol at an event, a liquor license must be obtained from the Department of Local Government, Sport and Cultural industries. Fees and charges apply.</p> <p>Application packs are available from the <a href="#">WA Government website</a></p> <p>The department requires a letter of approval from your Local Government facilities team to be submitted with your application. Fees and charges apply.</p> <p>As part of the application process you are required to discuss your management strategy including;</p> <ul style="list-style-type: none"><li>• Provision of free water</li><li>• Security</li><li>• Waste</li><li>• Fencing</li><li>• Marketing</li><li>• Proximity to public transport</li></ul> |
| <b>Competitions and Raffles</b>       | <p>Conducting competitions and raffles may require a permit. Visit the Department of Local Government, Industry Regulation and Safety website for more details.</p> <p><a href="#">Standard Lotteries (Raffles)</a></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |

|                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|---------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Electrical Compliance</b>    | <p>All generators, electrical cabling, switches, fuses and the like should be kept clear of patrons and safely secured. Ground level electrical leads must be adequately covered to prevent tripping hazards.</p> <p>A licensed electrician is required to check all electrical installations such as lighting towers, extension cords, generators etc. The licensed electrician must complete a Form 5 'Certificate of Electrical Compliance' when electrical installations are complete.</p> <p><a href="#">Certificate of Electrical Compliance Form 5</a></p>                                                                                                                                                                                                                                                                                       |
| <b>Temporary Structures</b>     | <p>These include tents, marquees, shade sails, stages or platforms.</p> <ul style="list-style-type: none"> <li>• Tents/marquees/shade sails less than 20 square metres do not require a permit. Above 20 square metres requires a 'Checklist of Structural Sufficiency', and above 50 square metres requires the structure to be signed off by a qualified engineer.</li> <li>• Stages and platforms less than 500mm in height do not require certification. Stages/platforms higher than 500mm require a 'Checklist of Structural Sufficiency'.</li> <li>• When using marquees on hard or grassed surfaces, ensure you have requested weights for the marquees, instead of pegging directly into the surface, to prevent damage to underground power and reticulation systems.</li> </ul> <p><a href="#">Community Health Forms and Guidelines</a></p> |
| <b>Food Licensing</b>           | <p>All food traders must be registered under the Food Act, have public liability insurance and comply with the</p> <p><a href="#">City of Gosnells Thoroughfares and Public Places Local Law 2021</a></p> <p>Event organisers are responsible for notifying the City of food trader attendance by completing the City's <a href="#">Event Trading Notification form</a> at least 14 days prior to the event.</p> <p><a href="#">Food Trading Information</a></p>                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Music and Film Licensing</b> | <p>Licensing regulations apply if you intend to play music in public for business purposes. The One Music website provides a guide to help decide what kind of licence you require for your event.</p> <p>If you are considering screening films in public, you are required to obtain a licence to screen each film. Visit Roadshow Public Performance Licensing for more information.</p> <p><a href="#">OneMusic Australia</a></p> <p><a href="#">Roadshow – Public Performance Licensing</a></p>                                                                                                                                                                                                                                                                                                                                                    |

|                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Animals and Petting Zoos</b>                            | <p>This includes activities such as pony rides and petting zoos. The guidelines for petting zoos can be found at the link below.</p> <p><a href="#">Petting Zoo Guidelines</a></p>                                                                                                                                                                                                                                                                                                                               |
| <b>Drones</b>                                              | <p>Rules apply when flying drones in public airspace. Please check the Civil Aviation Safety Authority (CASA) website for full details if you intend to fly a drone at your event. Commercial operators must have the relevant CASA-approved accreditation.</p> <p><a href="#">Civil Aviation Safety Authority</a></p>                                                                                                                                                                                           |
| <b>Fireworks/Pyrotechnics</b>                              | <p>A permit is required from the Department of Local Government, Industry Regulation and Safety to discharge fireworks. The application will be referred to the City of Gosnells for comment and consideration will be given to noise impacts and fire safety issues. Only a licensed fireworks operator may set up and initiate fireworks.</p> <p><a href="#">Department of Local Government, Industry Regulation and Safety – Applying for a fireworks event permit</a></p>                                    |
| <b>Noise levels</b>                                        | <p>Event organisers need to control noise to ensure compliance with the Environmental Protection (Noise) Regulations 1997 at all times. Consideration should be given to the placement of speakers to ensure there is no impact on neighbouring premises. A letter drop with details of the event is recommended for those residents who are likely to be affected by the event. A separate approval is required if the event is expected to exceed the regulations.</p> <p><a href="#">Noise Regulation</a></p> |
| <b>Insurance</b>                                           | <p>Event organisers are required to have insurance for their event. It is highly recommended that the event organiser requests insurances from all contractors and suppliers. Insurance may include but is not limited to:</p> <ul style="list-style-type: none"> <li>• Public Liability Insurance</li> <li>• Product Liability Insurance</li> <li>• Marketplace Insurance</li> <li>• Worker’s Compensation Insurance</li> <li>• Volunteer Insurance</li> </ul>                                                  |
| <b>Rides or Inflatables</b><br>(including jumping castles) | <p>All amusement ride owners will be required to provide their certificate of current, appropriate engineering certificates and logbook of maintenance as part of the event approval. Inflatables must be secured and anchored with anchor points provided, according to the manufactures instruction. Inflatable attractions are to be weighted, not pegged.</p>                                                                                                                                                |
| <b>Children’s Activities</b>                               | <p>Contractors engaged to host children’s activities should have a valid Working with Children Card issued by the WA Government. This includes volunteers.</p> <p><a href="#">Working with Children Check</a></p>                                                                                                                                                                                                                                                                                                |

|                                    |                                                                                                                                                                                                                                                                                                                                                                                                                       |
|------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Registration with WA Health</b> | <p>Public and private events with more than 500 patrons should be registered with the Department of Health before proceeding to ensure the Department is aware of periods of increased activity and their locations.</p> <p><a href="#">Department of Health Events Registration and Calendar</a></p>                                                                                                                 |
| <b>Traffic Management</b>          | <p>Any individual or organisation proposing to undertake works within a City of Gosnells road requiring the whole or partial temporary closure of the thoroughfare must obtain prior approval from the City. Online applications can be submitted via the City of Gosnells website.</p> <p><a href="#">Works in a Thoroughfare</a></p> <p>Closing Major roads and highways requires permission from Main Roads WA</p> |

The above-mentioned items are covered in detail in the Department of Health's Guideline for Concerts, Events and Organised Gatherings:

[Guideline for Concerts, Events and Organised Gatherings](#)



# Accessibility

The Disability Services Commission has published a checklist, 'Creating Accessible Events', which can be obtained from its [website](#) and can assist when planning your event to make it more accessible.

Access and facilities to consider include:

- Designated pick up/set down areas with level access to the main entry
- Level access to all public facilities
- Dedicated and accessible toilet facilities
- Dedicated viewing areas, with extra space for carers
- Dedicated ACROD parking

# Sustainability

Minimise the impact of your event on the environment.

Some suggestions to make your event sustainable include:

- Encouraging people to ride, walk, use public transport or carpool to the event
- Consider having a paperless event with online advertising and ticketing
- Hire water refill stations and encourage people to bring drink bottles to refill
- Use compostable or non-disposable serving products eg bamboo or paper
- Provide additional bins and recycling signs
- Ensure the event grounds are clear of any rubbish that could harm wildlife
- Ensure balloons are not given away or released during your event



# Marketing and promotions

A marketing plan is a beneficial tool to communicate consistent information to your intended audience. Consider using a combination of the below when advertising and promoting your event:

- Create a website for the event, or create a webpage on an existing website
- Social media
  - Create posts on your social media pages that cover different areas of the event and important messaging
  - Use local community Facebook groups (as long as permitted by group rules)
  - Leverage free event marketing sites
  - Create an event hashtag
- Create a media release
- Compile FAQs and Terms and Conditions
- Hire the City of Gosnells banner sites – [Use of City of Gosnells Community Advertising Banner Sites](#)
- Book paid promotions with relevant media outlets
- Distribute posters, flyers and brochures to the community
- Look at cross-promotion with vendors – create a pack with logos and images for vendors to use to promote the event on social media in the lead up to the event. In return you can name them in the event's social media campaign
- Sometimes the very best marketing is a personal recommendation. Ensure you tell plenty of people and let word of mouth work for you

## Staffing

- Ensure adequate staffing for expected attendance
- Provide clear communication for staff of job roles and responsibilities (briefing)
- Ensure visibility of staff on event day, eg uniforms
- Recruit volunteers to assist with parking, waste management, customer information booth etc
- Create a staff roster including breaks

# Stakeholder notification letter

To reduce the impact on surrounding residents and businesses, a formal letter should be sent to those residing within 250m of the event location.

Your letter should include the following:

- The name, date and location of your event (include set up, pack down times)
- The purpose of your event
- The expected number of attendees
- Activities being conducted as part of your event
- What are likely disruptions to residents and businesses such as noise, transport, road closures etc
- A mobile phone number for queries on the day of your event

It is your responsibility to ensure that adequate stakeholder notification is conducted. A notification letter should be distributed at least two (2) weeks prior to the event.

## Event planning template

An event planning template is essential for keeping your project on track. Follow the below link to access the City of Gosnells Event Planning Template. Keep in mind that not all fields will be relevant depending on the size and scope of your event.

[Event Scope and Plan](#)

## Event evaluation

After the event is over it is important to organise a debrief to review all aspects of the event including strengths and challenges.

Use a survey or feedback forms from attendees and staff and/or volunteers to help evaluate all aspects of your event.

Evaluate your success against the objectives you set at the beginning of your event planning process. Successful aspects of the event should be documented along with areas that need improvement.

# Useful contacts, links and support tools

## City of Gosnells contacts

### Community Events Team

(08) 9397 3111  
events@gosnells.wa.gov.au

### Facilities and Bookings Team

(08) 9397 3244  
facilitiesbookings@gosnells.wa.gov.au

### Transport and Road Safety

(08) 9397 3000  
traffic@gosnells.wa.gov.au

### Health and Compliance Team, permits and approvals enquiries

(08) 9397 3904  
governanceadmin@gosnells.wa.gov.au

## Department of Health

- [Department of Health Guidelines for Concerts, Events and Organised Gatherings](#)
- [Department of Health Events Registration and Calendar](#)

## Licences/ Permits

- [Department of Local Government, Industry Regulation and Safety – Liquor licensing](#)
- [Department of Local Government, Industry Regulation and Safety – Standard Lotteries \(Raffle Permits\)](#)
- [OneMusic Australia](#)
- [Roadshow – Public Performance Licensing](#)
- [Department of Local Government, Industry Regulation and Safety – Applying for a Fireworks Event Permit](#)
- [Civil Aviation Safety Authority](#)

## Guides

- [Disability Services Commission Guidelines for Creating Accessible Events](#)
- [Main Roads Traffic Management for Events – Code of Practice](#)
- [Department of Commerce Use of Gas Appliances in Public Venues](#)

## Staffing

- [Volunteer rights and Volunteer Checklist – Volunteering Australia](#)

# Planning Checklist

## **6+ months out**

- ☐ Book your venue
- ☐ Organise Public Liability Insurance
- ☐ Approach possible sponsors
- ☐ Prepare budget
- ☐ Submit Festivals and Events Grants application to the City of Gosnells or to other grant funding bodies such as Lotterywest, Healthways etc.
- ☐ Source infrastructure and equipment
- ☐ Book services
- ☐ Create event website
- ☐ Create marketing plan
- ☐ Book infrastructure – marquees, lighting etc.
- ☐ Organise security
- ☐ Book first aid

## **3 – 6 months out**

- ☐ Prepare risk assessment and emergency management plans
- ☐ Source food vendors and other stallholders
- ☐ Source entertainment
- ☐ Submit event application to City of Gosnells Health and Compliance Team
- ☐ Apply for permits and licences (fireworks, Liquor Licence etc)
- ☐ Organise traffic management
- ☐ Book waste management
- ☐ Organise event promotions

## **0 – 2 months out**

- ☐ Notify emergency services of event (hospital, local police and fire brigade)
- ☐ Send notification letter to local residents
- ☐ Hold a planning meeting with key team members
- ☐ Compile staffing list and roster
- ☐ Draft a contractor contact list
- ☐ Develop contractor information packs including maps

## Day of event

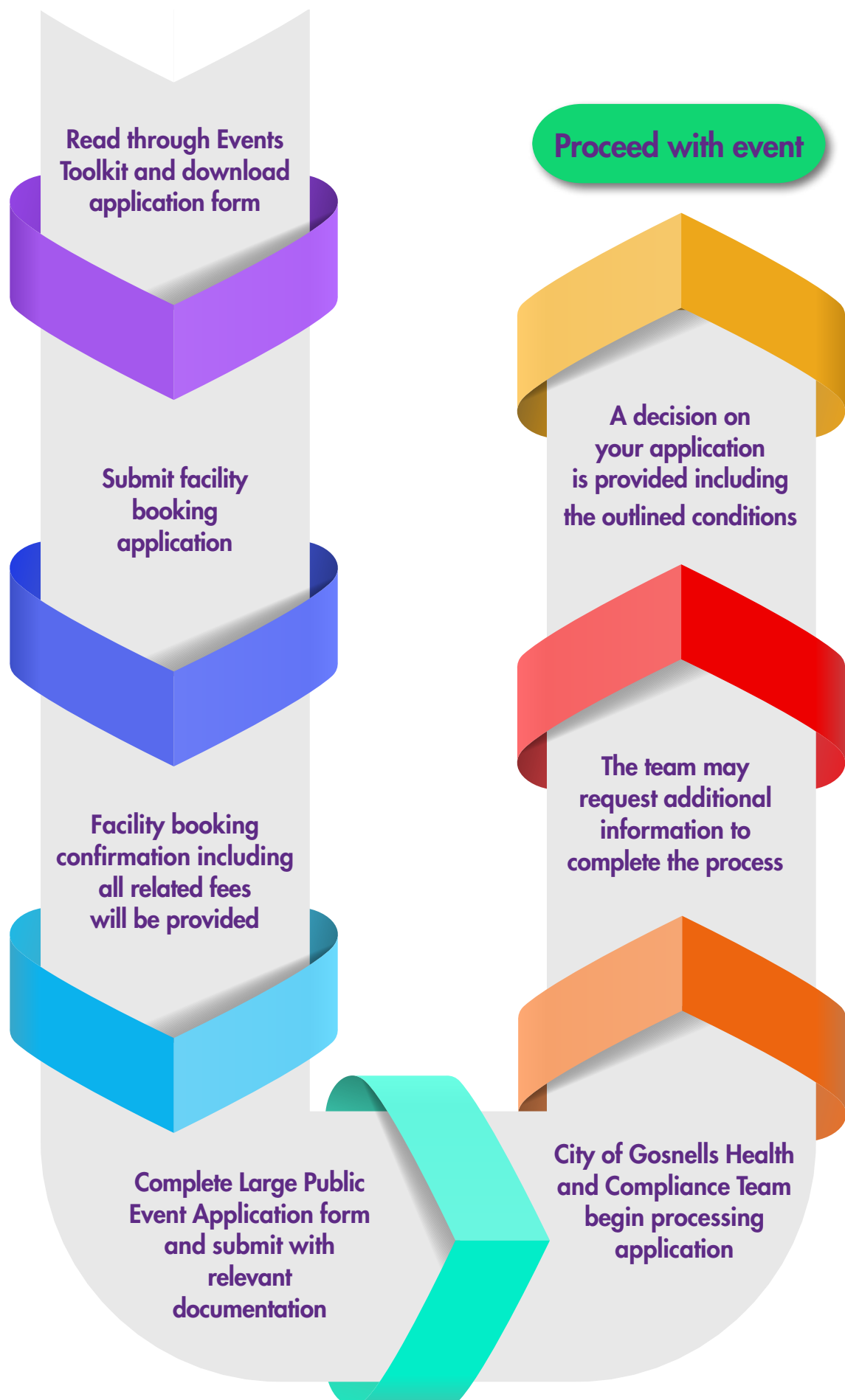
- ☐ Conduct a site visit and ensure your risk mitigations are in place
- ☐ Complete safety checks
- ☐ Hold a team briefing and site induction for all staff
- ☐ Collect relevant contractor documentation
- ☐ Have feedback surveys available at the event

## Post event

- ☐ Finalise payments and accounts
- ☐ Arrange a debrief meeting with key stakeholders
- ☐ Complete grant acquittals if required



## Large public event application process





City of Gosnells  
PO Box 662  
Gosnells WA 6990  
9397 3000  
[info@gosnells.wa.gov.au](mailto:info@gosnells.wa.gov.au)  
[gosnells.wa.gov.au](http://gosnells.wa.gov.au)