

Outdoor Events Policy

Policy scope

This Policy applies to all privately managed outdoor events held at designated outdoor event venues.

This Policy does not apply to the following:

- Council-managed events
- Street events including community street parties, neighbourhood gatherings, processions, street festivals, triathlons, or fun runs
- Ongoing markets (where a lease or licence has been issued by Council)

Policy statement

The City of Fremantle is recognised as a destination city, known for its culture, heritage and unique places. Fremantle is an ideal location boasting sought-after venues for events.

Council recognises that events contribute to the delivery of the Strategic Community Plan outcomes, and the community as they can entertain or educate, build pride, bring vibrancy, enhance community connections and stimulate the economy.

We seek to manage and support a diverse range of events that create opportunities for the community, visitors and businesses to connect and celebrate, improve social relationships and build community pride.

Strategic objectives

The future planning, development and management of events will be guided by the following strategic objectives:

Community benefit and cultural experience

- use events to encourage the community to engage, include and connect with each other through participating in enjoyable experiences that increase their sense of belonging
- encourage events that build the capacity of the community, fosters local talent and recognises artistic and cultural strengths within the municipality
- endeavour to provide local access to a diverse range of traditional and contemporary events, across the municipality, throughout the year
- maintain and build on the mix of art, cultural, sporting and entertainment events that combine to make Fremantle a destination City.

Event attraction

The City will be proactive and strategically plan to attract events that have significant social, cultural or commercial/economic benefits for the community.

Where possible, we will work collaboratively with key partners to attract such events and be acknowledged as the venue of choice for event organisers.

Once secured, the City will work with event organisers to assist with the approval and compliance, co-ordination and facilitation of these events to ensure they meet the legislative requirements of the City of Fremantle and other authorities.

Venues

1. Outdoor Event Venues

The following venues are deemed as designated outdoor event venues and are categorised as either Gold, Silver or Bronze, depending on their suitability to accommodate events.

Gold venues – Venues that are more sensitive to events and do not suit more than two large impact, or major impact events per year. Events at these venues may have a greater impact on the community given their proximity to residents or the loss of prime public amenity when events are held. These venues are sought after for their location, and/or size but are restricted to a lesser number of higher impact events per year.

Silver venues – Venues that suit up to three large or major impact events per year. Events at these venues are deemed to have a moderate impact on the community with less residents within the immediate vicinity of the venues and are venues that support activation. These venues are sought after for their suitability to accommodate events.

Bronze venues – Venues that are not suitable for any large or major impact events but can accommodate small to medium impact events regularly.

Large and Major impact events are understood to cause a perceived impact to surrounding residents and businesses. The frequency of these events is limited per year to minimise this impact.

The number of large and Major impact events that can be held at each venue per year is detailed below.

Outdoor Event Venues	Annual Event Frequency
Gold Locations	
South Beach	No Major events, maximum of two Large impact events
Fremantle Park	Maximum of one Major or Large impact event
Silver Locations	
Esplanade Reserve	Maximum of three Major or Large impact events
Fremantle Oval	Maximum of three Major or Large impact events
Kings Square	No Major events, maximum of two Large impact events
Port Beach	No Major events, maximum of two Large impact events
Bronze Locations	
Bathers Beach	No Major or Large impact events
Boo Park	No Major or Large impact events
Leighton Beach	No Major or Large impact events
Pioneer Park	No Major or Large impact events
Port Beach North Carpark	No Major or Large impact events
Princess May Park	No Major or Large impact events
Wilson Park	No Major or Large impact events

All venues can accommodate small and medium impact events in line with the City's event approval process.

The following principles will be applied to the scheduling and frequency of events:

- No more than one event will normally be approved on the same day in each venue.
- The scheduling of approved events will be structured to maintain a balance between events and recreational use of the venue.
- The frequency of events will be structured to ensure at least a 10-day buffer (from bump out, to bump in) between Large and Major events.
- Events will be scheduled to allow for the physical rehabilitation of the venue.
- Events will be scheduled in such a way as to accommodate the primary use of the venue.

Event approval will take account of the frequency and timing of events to ensure they:

- are spread throughout the year wherever possible
- the event is suitable
- the venue is available.

The City reserves the right to approve events outside these principles if it considers that the benefits of doing so outweigh any potential impacts.

2. Event Categories

Event applications are assessed based on the event detail and classified into categories. This policy deals only with those events that are categorised as Large or Major.

Event applications that sit below these categories i.e. Small or Medium, will be dealt with by the Events team according to the City's existing approvals process.

Event Detail	Large Impact Event	Major Impact Event
Attendees	5,000 - 9,999 attendees	Greater than 10,000 attendees
Duration	Up to eight hours, single day, single event site	Up to ten hours, single or multiple event days, multiple event sites
Bump in/out days	Up to five bump in/out days	Up to ten bump in/out days
Timings	Held between 7am and 10pm	Held between 7am and 12am
Noise impact	May involve amplified noise / Reg 18 may be required. Max noise level at 30m from stage – 98dB(a) laeq5min 110dB(c) laeq5min	May involve amplified noise / Reg 18 may be required. Max noise level at 30m from stage – 100dB(a) laeq5min, 115dB(c) laeq5min
Pyrotechnics	May involve pyrotechnics	May involve pyrotechnics
Infrastructure	May involve significant infrastructure build	May involve significant infrastructure build
Power	May involve power requirements	May involve power requirements
Vehicle movements	May require significant levels of infrastructure or vehicle access on site	May require significant levels of infrastructure or vehicle access on site
Public transport disruption	May involve minor public transport disruptions	May impact public transport
Road closures	May involve minor road closures or impact normal use of roads	May require road closures or impact normal use of roads
Food sales	May involve food sales	May involve food sales
Liquor license	May be licensed	May be licensed

1. Requirements for all events

The City requires all events to:

- Align with the City's strategic objectives, and this policy.
- Comply with relevant legislation and Council policies and procedures.
- Positively impact Fremantle's brand and reputation as a destination City.
- Provide pass outs for patrons, unless the City deems the impact on community outweighs the benefit of having pass outs.
- Reasonably involve adjoining businesses to participate in the event and manage the impact the event has on local businesses as much as reasonably practicable.
- Not promote tobacco, gambling or alcohol.
- Not involve exotic (non-domesticated) animals, or cruelty to animals.

2. Expression of Interest Process

Large and Major events held at outdoor event venues will be subject to an annual Expression of Interest (EOI) process. The EOI process will be used to proactively seek a broad range of complementary Large and Major impact events across the City.

These events will support the City's events calendar and will secure provisional approval for the upcoming season. Provisional approval is the first step in the event application process and secures the date and location of the event.

Large or Major impact events can be supported outside the EOI process however venue and date availability will be limited. Small and Medium impact event applications can be received and will be processed year-round.

3. EOI Process: Selection Criteria

The City will utilise this selection criteria to select the successful Large and Major impact events that apply via the EOI process if the number of event applications received exceeds the approved maximum number of events each venue can accommodate.

Priority will be given to those event applications that best demonstrate they:

- Contribute to Fremantle being recognised locally, nationally and internationally for its festivals and street life.
- Incorporate local business and allow them to take an active role in the event.
- Create interesting and diverse activities to encourage people to stay longer in Fremantle including offering pass outs.
- Engage, include and connect a range of people in our community, providing diverse opportunities for engagement and participation.

- Minimise community impact and maximise economic and community benefit.

Applications will be selected to ensure the event calendar in its entirety meets the City's event criteria to ensure the event offering is one of mix and diversity.

Once the EOI Process is finalised, further assessment is undertaken to ensure a diverse mix of events is presented to the community.

4. Application Review and Requirements for Approval

Approval is required for all outdoor events held in the City of Fremantle. Large and Major impact event applications are received via the EOI process. The stages of the EOI process and requirements for approval are detailed below:

Stage 1 – Provisional Approval

Stage 1 is the provisional approval stage in the process. During this stage:

- The application is received, and the event is assessed against the requirements outlined in this Policy.
- Council officers may consult with other agencies including WA Police, Public Transport Authority, Port Authority and Main Roads WA.

This stage secures the date and the venue, and the concept of the event. If the concept of the event changes, the application will revert to Stage 1 for re-assessment.

Event information and documentation deadlines are set. Failure to meet these deadlines will result in additional fees and/or cancellation of the event.

Once applications have been issued provisional approval, they proceed to the assessment stage.

Stage 2 – Operational Assessment

Stage 2 is the second stage in the process. Throughout this period event operations, required documentation and plans are submitted and assessed. This is to ensure the event will be safe and will have the desired impact for the City and community.

During Stage 2:

- All documentation is received and approved.
- Local residents and businesses are notified of the event via letter drop, newspaper advertisement and/or community briefing session depending on the impact.
- Approval is received from all stakeholders.
- Payment of invoices is made in full.

The following is required in order to obtain final event approval:

- Event management plans must be approved by the City including (but not limited to) risk management, emergency management, noise management, site plans, stakeholder management (including notifying local businesses and local residents), security provisions, and waste management.
- Events must meet all legal and regulatory requirements, including (but not limited to) obtaining approvals related to public building permits, music licences, food service, and liquor licensing.
- Events require public liability insurance indemnifying the City.
- Road closures require a professionally produced traffic management plan and are subject to approval from a City of Fremantle Traffic Engineer.
- Use equipment and infrastructure that is well maintained, structurally sound and can withstand exposure to climatic conditions.
- Event contractors are the responsibility of the event organiser and must be appropriately qualified and insured.

It is the responsibility of the event organiser to seek and obtain all approvals relating to their event.

Stage 3 – Final Approval

During this stage, the event is approved and delivered as per all approved plans and event approval conditions.

Stage 4 – Event Debrief

Feedback will be sought by relevant stakeholders and the City will debrief the event with the event organiser.

5. Community Notification

Where the event organiser's use of the outdoor event venue causes or is likely to cause an impact to local businesses or residents, whether actual or perceived, the organiser is required to:

- Notify affected residents within the direct perimeter of the venue of any and all information pertaining to the event, including but not limited to road closures, event bump in and bump out times, event running times and sound check times.
- If requested by City officers, the Organiser may be required to conduct a resident briefing meeting with any residents or businesses within the direct perimeter of the venue who are likely to be significantly impacted by the staging of the event.
- Place an advert in local newspapers advising any and all information pertaining to the event which may be relevant, including but not limited to road closures, event bump in and bump out times, event running times and sound check times.

- Include event day phone numbers and road closure information for residents in an easily navigable location on the event website.

A consultation process will be undertaken for events outside of this policy scope. Council will be provided with event management approaches and the outcomes of the consultation process prior to approval being sought. Local community, key authorities and stakeholders will be engaged to obtain views and to minimise any potential negative impacts.

6. Fees and Charges

The framework for applying venue hire fees for outdoor events is categorised by:

- type of event (commercial or community)
- type of venue (categorised as Gold, Silver or Bronze)
- event impact (low, medium, or high impact)
- event activity per day (bump in/out day or event day).

Fees are set through the annual Council budget process, or as varied by Council resolution.

Cost recovery fees – Cost recovery fees are based on the principles of cost recovery and include permit fees, licence fees, and car bay hire fees. Event organisers are required to reimburse Council for the cost of any restoration or repairs which are required as a result of the event and/or its associated activities. A bond is required in advance of the event.

Venue hire fees – Venue hire fees are separate from the cost recovery fees and can be adjusted through the annual Council budget process to reflect market climate.

Definitions and abbreviations

Commercial Event - A for profit commercial, corporate event often with an entrance or membership fee.

Community Event - A free event produced by a local community group or organisation, which encourages local celebration and/or community capacity building.

Event - Any organised activity or function where people are brought together at a given time and place for entertainment, recreation, cultural or community purposes.

Event Organiser - Any person, group or organisation that is responsible for organising an event.

Responsibility and review information	
Responsible officer:	Manager Communications and Events
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