

# EVENT PLANNING GUIDE

SEPTEMBER 2023



CITY OF MELBOURNE

## **Acknowledgement of Traditional Owners**

The City of Melbourne respectfully acknowledges the Traditional Owners of the land we govern, the Wurundjeri Woi-wurrung and Bunurong / Boon Wurrung peoples of the Kulin Nation and pays respect to their Elders past and present. We acknowledge and honour the unbroken spiritual, cultural and political connection they have maintained to this unique place for more than 2000 generations.

We accept the invitation in the Uluru Statement from the Heart and are committed to walking together to build a better future.





# CONTENTS

Message from the Lord Mayor of Melbourne	5	<b>5. Planning your activation</b>	<b>18</b>
City of Melbourne's commitment	6	5.1 Overview	18
City of Melbourne's marketing, grant and sponsorship opportunities	6	5.2 Run sheet	18
City of Melbourne's Experience Melbourne Branch	7	5.3 Contact list	18
How to determine whether a permit is required for your activation	7	5.4 Public Liability Insurance	19
<b>1. Planning an activation in Melbourne. A step-by-step guide</b>	<b>8</b>	5.5 Stakeholder notification	19
1.1 Why you need a permit	8	5.6 Selling	20
1.2 Spaces available to book	8	5.7 Signage	20
1.3 Notice required	9	5.8 Site map	20
1.4 Application process	9	5.9 Accessible activations	20
<b>2. Permits for events, weddings, promotions, sampling, filming, photography</b>	<b>10</b>	5.10 Tree Protection Zones (TPZs)	22
2.1 Events	10	5.11 Infrastructure and facilities	22
2.2 Weddings	10	5.12 Pedestrian and crowd management	27
2.3 Promotions and sampling	10	5.13 Traffic and public transport management	28
2.4 Filming and photography	10	5.14 Vehicles, parking and access permits	29
<b>3. Fees and charges</b>	<b>12</b>	5.15 Emergency and risk management	31
<b>4. Other permits and approvals</b>	<b>14</b>	5.16 Operations centre	32
4.1 City of Melbourne permits	15	5.17 Waste management and sustainability	34
4.2 Permits and approvals from other external agencies	16	5.18 Animals at activations	36
		5.19 Food and beverages	36
		5.20 Alcohol and liquor licensing	39
		5.21 Noise management and music	40
		5.22 Filming at activations	40
		5.23 Fireworks and special effects	41
		Glossary	42



## MESSAGE FROM THE LORD MAYOR



Melbourne is proud to be the events and cultural capital of the country, playing host to more than 8000 festivals, events and community celebrations every year.

We have an outstanding track record of hosting some of the world's premier events along with much-loved cultural celebrations.

Not only do events bring people together, but they add energy and vibrancy to our streets and public spaces, while making an important contribution to the city's economy.

Holding a successful and safe event requires careful planning and management.

Our Experience Melbourne team has created this Event Planning Guide to assist organisers in preparing plans and applying for a permit.

From vehicle access, to temporary structures, catering, noise, insurance, waste management and all the elements of coordinating an event, this guide provides a step-by-step process with information on your responsibilities and requirements as an organiser.

Our team is also on hand to provide advice and expertise to set you up for success, while ensuring events in the city are accessible, inclusive and safe for all.

We can also provide tips and tools to help you minimise your environmental footprint by making your event more sustainable.

This guide is a valuable resource and I encourage you to refer to the services and support available through our Experience Melbourne team.

We greatly value working with you in promoting Melbourne. Unique visitor experiences play a crucial role in our city's prosperity and make us a destination of choice.

On behalf of the City of Melbourne, I wish you every success with your event.

Sally Capp  
**Lord Mayor**



# CITY OF MELBOURNE'S COMMITMENT

1	Planning an activation in Melbourne A step-by-step guide
2	Permits for events, weddings, promotions, sampling, filming, photography
3	Fees and charges
4	Other permits and approvals
5	Planning your activation

At City of Melbourne, we have a vision to create a thriving city that is internationally recognised for the opportunities it offers our visitors. We have a responsibility for marketing and supporting arts, recreation, cultural heritage, events, festivals and sporting activities for the greater benefit of the community.

The variety of activations in Melbourne encourages visitation while celebrating the community's diversity, talents and increasing cultural understanding. Activations help bring energy and vibrancy to the streets and public places, while making an important contribution to the city's economy.

Our public places such as parks, gardens and reserves are some of the best in the world and attract millions of visitors each year. Gardens are living assets that are used for activations but are also places for passive recreation and quiet relaxation. We encourage organisers to consider the many benefits of using public places and to plan activations using long-term sustainability practices.

## City of Melbourne's marketing, grant and sponsorship opportunities

The City of Melbourne recognises activations play an important part in the city's wellbeing and cultural diversity by helping to activate precincts, raise the city's profile, increase visitation, assist in building relationships, deliver economic benefit and enliven the city. To help build Melbourne's reputation as an events capital and to stage a variety of activations throughout the city each year, City of Melbourne has various programs available to organisers, from marketing and social media assistance, through to sponsorship and grant programs.

Find out about the City of Melbourne's [grant and sponsorship programs](#) and [marketing support](#).

## City of Melbourne's Experience Melbourne Branch

City of Melbourne's Experience Melbourne Branch issues permits for the following activation types:

- events
- filming and photography
- promotions and sampling
- weddings.

The City of Melbourne's Experience Melbourne Branch is responsible for ensuring each permitted activation meets the requirements and interests of the City of Melbourne. This involves managing relationships that exist between City of Melbourne, organisers, stakeholders, public authorities and any third parties.

The requirements for each permit type are detailed in section [2. Permits for events, weddings, promotions, sampling, filming, photography](#).

City of Melbourne has a range of other permits that do not fall under the responsibility of the Experience Melbourne Branch. For more information on other types of permits, please refer to section [4 - Other permits and approvals](#).

## How to determine whether a permit is required for your activation

A permit is required when any of the following conditions apply:

- You plan to erect infrastructure for example, a marquee.
- The activation will likely attract 50 attendees or more.
- You require vehicle access to drop off equipment.
- Your activation requires a reservation.
- You are charging participants a fee to access the site.
- You plan to close a road or a footpath.

When your activation doesn't require a permit, there is no need to contact Experience Melbourne and no fees are applicable. Two key benefits of applying for a permit are that you will be able to book your preferred location and that the permitting officer will be able to advise if there are any conflicting activities scheduled.



# 1. PLANNING AN ACTIVATION IN MELBOURNE A STEP-BY-STEP GUIDE

<b>1</b>	<b>Planning an activation in Melbourne A step-by-step guide</b>
1.1	Why you need a permit
1.2	Spaces available to book
1.3	Notice required
1.4	Application process
<b>2</b>	<b>Permits for events, weddings, promotions, sampling, filming, photography</b>
<b>3</b>	<b>Fees and charges</b>
<b>4</b>	<b>Other permits and approvals</b>
<b>5</b>	<b>Planning your activation</b>

To stage an activation in a public place managed by the City of Melbourne, you must have an approved plan and receive a permit from Experience Melbourne. This guide has been designed to assist you in developing your plans while informing you of your responsibilities and other statutory permits that may be required. This ensures public safety and amenity in Melbourne's public places and assists with the sustainable management of our parks and gardens.

## 1.1 Why you need a permit

A permit ensures your activity is conducted in accordance with the Activities Local Law 2019 and the *Crown Land (Reserves) Act 1978*. It also ensures that any disruption to stakeholders is minimal and parties that may be impacted are notified.

## 1.2 Spaces available to book

City of Melbourne is home to a number of outdoor parks, gardens, promenades, laneways, footpaths, roads and reserves that may be suitable to host an activation. The availability and suitability of each location varies and is dependent on the type of activation proposed.

An online application form must be submitted to book a location for an activation. Applications are assessed on submission.

Please check [City of Melbourne's boundaries](#) to ensure that your desired location falls within our municipality.

To view locations available to book, refer to the 'Bookable Outdoor Space' section of [City of Melbourne's interactive map](#).

## 1.3 Notice required

The size and specific requirements of an activation dictates how early you need to submit your application. Please refer to the [City of Melbourne website](#) for further information.

City of Melbourne reserves the right to decline an application if submitted with insufficient notice.

## 1.4 Application process

### How to apply for a permit

To apply for a permit, you must submit an online application. All applications should be made via the [City of Melbourne website](#). Make sure you read the terms and conditions before applying and note that separate application forms are available for each type of activation (events, wedding, promotions and filming).

### Assessment process

Once your application has been submitted you will receive a confirmation email. Your application is then assessed and allocated to a permitting officer. Your allocated permitting officer will be your main point of contact during the permit process, advising you on the steps required to obtain a permit and answering any questions pertaining to your activation.

The time required to provide approval of your activation will depend on the complexity of your activation and your ability to submit plans that meet the approval criteria. Your permitting officer will work closely with you throughout the planning process to ensure your experience is as smooth as possible.

City of Melbourne may withdraw an application at any stage if the applicant is unable to satisfy requirements.

### Compulsory permit requirements

All applicants are required to supply detailed plans for their activation, this includes:

- Run sheet (including bump-in / bump-out and timings)
- Contact list
- Public Liability Insurance
- Stakeholder notification
- Signage plan
- Site map
- Infrastructure and facilities list
- Vendor list
- Pedestrian and traffic management plans (when applicable)
- Emergency and risk management plans
- Waste management plan

For more information on each item and how to compile your documentation into a comprehensive plan, refer to section [5. Planning your activation](#).

Additional requirements may apply based on the specifics of your proposal.

### Presentation of plans: A-Team Meeting

Depending on the size and complexity of your activation, you may be required to present your plans to the City of Melbourne and other key agencies such as: Victoria Police, VicRoads, Fire Rescue Victoria, Ambulance Victoria and any other impacted authorities. Requirements for this meeting, known as an A-Team meeting will be communicated to you by your permitting officer.

### Permit

Once you have met all relevant assessment criteria and your permitting officer has deemed your plans to be sufficient, you will receive a permit. The permit will specify the terms and conditions appropriate to your activation. General permit terms and conditions can be found on the [City of Melbourne website](#).

The permit is final confirmation that all steps required have been completed in preparation for your activation. Once you have received your permit you must ensure a copy is available on site at all times and available for presentation upon request.



## 2. PERMITS FOR EVENTS, WEDDINGS, PROMOTIONS, SAMPLING, FILMING, PHOTOGRAPHY

1	Planning an activation in Melbourne A step-by-step guide
2	Permits for events, weddings, promotions, sampling, filming, photography
2.1 Events	
2.2 Weddings	
2.3 Promotions and sampling	
2.4 Filming and photography	
3	Fees and charges
4	Other permits and approvals
5	Planning your activation

The Experience Melbourne Branch facilitates approval for small, medium and large scale events and also works with individuals and organisers seeking to hold a wedding ceremony within a City of Melbourne park or garden, undertake a promotional activation at one of the City's premium hard spaces or use a public place as a location for a film shoot or photography campaign.

The application process for each of these activation types is outlined below.

### 2.1 Events

An event refers to both a large or small gathering that occurs in a public place with the intention of attracting attendees for a period of time and which has some level of impact on the immediate surroundings.

Low risk events usually have minimal impact on the area and local stakeholders. These types of events include private events such as a birthday party and small public gatherings.

Medium and high risk events have a greater impact to the surrounding area and local stakeholders and can be held in parks or on roads or both. These events includes cultural festivals, fun runs and community festivals.

You can access the event application form, fee information and terms and conditions on the [event pages of our website](#).

### 2.2 Weddings

If you plan to hold a wedding ceremony in a City of Melbourne park or garden a booking and permit may be required.

Applicants are required to apply for a wedding permit online a minimum of 10 business days before the ceremony is scheduled to take place. We are unable to accept applications more than 12 months in advance of the proposed wedding date.

A wedding permit entitles the applicant to the use of a nominated section of the park or garden for a 4 hour period, with the exception of the Fitzroy Gardens Conservatory, which is not available for private use or wedding photography during opening hours (9am to 5.30pm). The Conservatory can be booked for private use outside of these times for 1.5 hours to 3 hours maximum, including set-up and pack-down.

You can access the wedding application form, fee information and terms and conditions by visiting the [wedding in parks](#) pages of our website.

### 2.3 Promotions and sampling

Promotional activity includes any concept that promotes a product or service but does not include the selling of the product, service or any associated merchandise. Applicants are required to apply for a promotional permit online at least 10 business days prior to the planned activity.

You can access the promotion permit application form and view the [terms and conditions](#) on the [promotions](#) pages of our website.

### 2.4 Filming and photography

Standalone filming and photography shoots or the placement of a unit base within any of City of Melbourne's public places may require a filming permit.

Whilst also considering time sensitive and privately managed locations, you will need a filming permit from City of Melbourne if you exceed the low impact filming criteria.

Filming applicants are required to apply for a permit online. A minimum of five business days' notice is required or seven business days' notice for applications requiring traffic management or major pedestrian management.

You can access the criteria, permit application form, fee information and terms and conditions by visiting the [filming permit](#) pages of our website.



# 3. FEES AND CHARGES

1	Planning an activation in Melbourne A step-by-step guide
2	Permits for events, weddings, promotions, sampling, filming, photography
3	<b>Fees and charges</b>
4	Other permits and approvals
5	Planning your activation

A range of fees and charges apply to activations conducted throughout the City of Melbourne. Find out more about fees and charges specific to activation permits on [City of Melbourne's website](#).

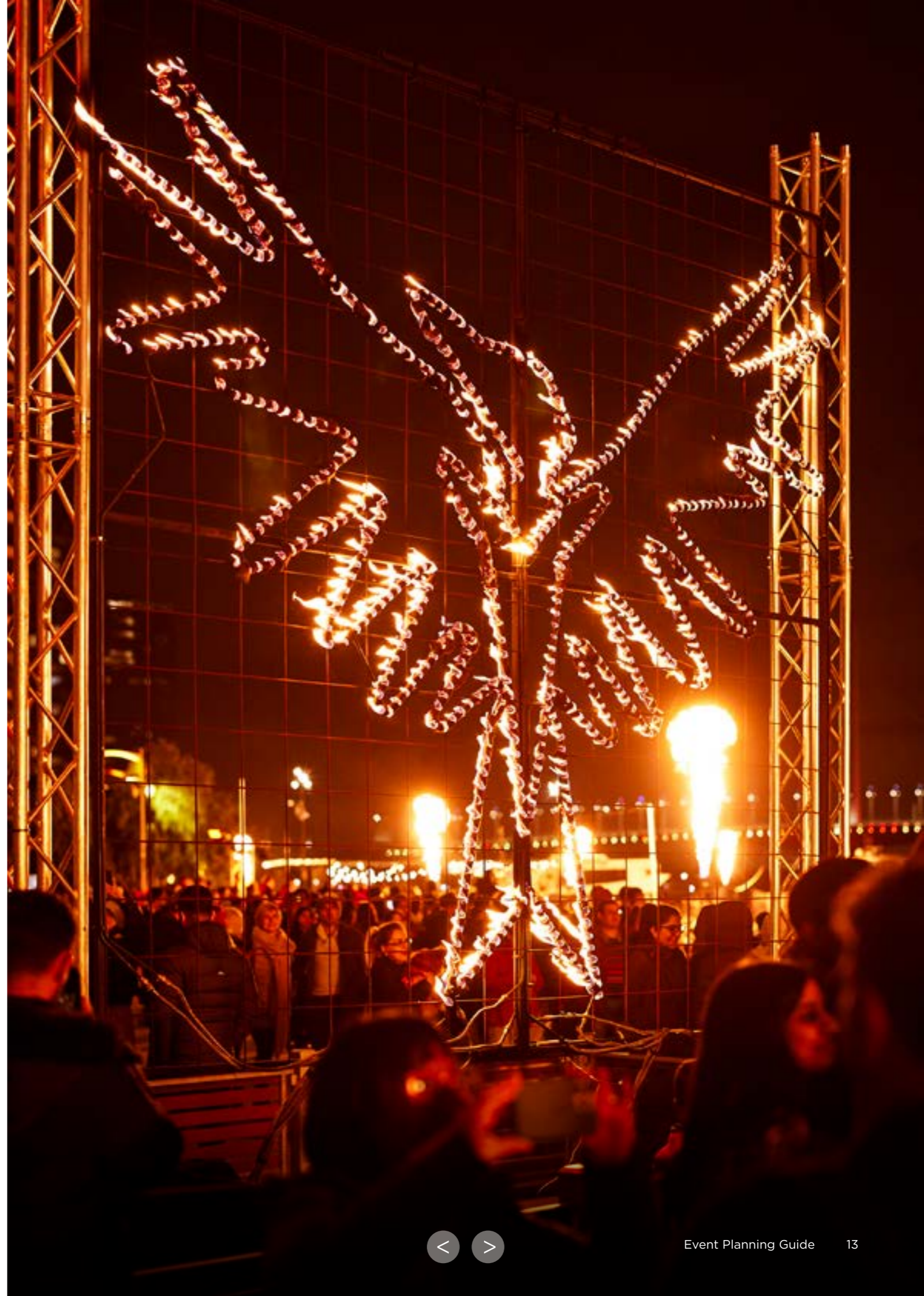
Where damage has occurred as a result of an activation taking place, the permit holder is responsible for the cost of reinstatement.

This includes damage incurred by third parties, suppliers and any contracted services. Costs associated with reinstatement can run into the thousands and pose a significant cost risk for organisers. Organisers are encouraged to:

- Budget for possible reinstatement costs and use protective measures to mitigate the likelihood of reinstatement where possible. Methods of site protection may include use of protective flooring or trackmat, marshals to manage vehicle movement and informed placement of infrastructure to avoid damage to underground assets.

- Consider impact to lawns from interrupted irrigation schedules. This will assist in reducing the overall impact on the space.

Further information on site reinstatement and associated costs is available for review in our [Reinstatement Fact Sheet](#).





# 4. OTHER PERMITS AND APPROVALS

1	Planning an activation in Melbourne A step-by-step guide
2	Permits for events, weddings, promotions, sampling, filming, photography
3	Fees and charges
4	Other permits and approvals
4.1 City of Melbourne permits	
4.2 Permits and approvals from other external agencies	
4	Planning your activation

On review of your plans it may be determined that additional permits from other departments within City of Melbourne or external agencies may be required before your activation can proceed.

Your permit from Experience Melbourne, will not be valid until all additional permits have been applied for and approved. The fees associated with your activation as quoted by your permitting officer, would not include fees for any additional permits that may need to be issued by other City of Melbourne departments or external agencies.

[Business Victoria's Event Planner](#) aims to ensure organisers are informed of all the permits and approvals required to proceed with an activation. This planning tool brings together up-to-date resources, information on available grants and where to get support.



## 4.1 City of Melbourne permits

There are many permits available from the City of Melbourne, however the below table reflects the permits most regularly required in conjunction with a permit from Experience Melbourne. For an exhaustive list of all permits available, please refer to [City Of Melbourne A-Z Permits](#).



PERMIT	WHEN REQUIRED	TIMEFRAMES	MORE INFORMATION
<b>Place of Public Entertainment (POPE)</b>	For all activations holding an event over an area of more than 500m <sup>2</sup> , an occupancy permit will need to be obtained.	90 business days prior to the date of your activation	<a href="#">Get a public entertainment event permit - City of Melbourne.</a>
<b>Temporary Siting Approval</b>	For all activations planning to erect a temporary structure for a public event.	15 days prior to the date of your activation	<a href="#">Erect a temporary structure for a public event - City of Melbourne.</a>
<b>Permit to Berth</b>	For all activations required to berth at Victoria Harbour Docklands, City of Melbourne's Waterways team should be notified.	90 days prior to the date of your activation	Contact on 9658 8738 or by emailing <a href="mailto:berthing@melbourne.vic.gov.au">berthing@melbourne.vic.gov.au</a>



## 4.2 Permits and approvals from other external agencies

Where we encourage organisers to make use of [Business Victoria's Event Planning Tool](#), below is a list of permits and approvals regularly required to be obtained from organisations external to the City of Melbourne.

AGENCY	WHEN REQUIRED	TIMEFRAMES	MORE INFORMATION
Department of Energy, Environment and Climate Action	State Government approval and licence for the use of City of Melbourne parkland that is outside of the <i>Crown Land (Reserves) Act 1978</i> e.g. ticketed events.	Allow 12 months prior to the date of your activation.	Your permitting officer will advise you directly should this approval be required.
Environment Protection Authority (EPA)	For music noise from outdoor entertainment venues and events.	45 days prior to the date of your activation.	<a href="#">Permit guidelines for outdoor entertainment venues and events   Environment Protection Authority Victoria (epa.vic.gov.au)</a> -/-
Fire Rescue Victoria	For total fire ban exemptions.	14 days prior to the date of your activation.	<a href="#">Check, Apply, Notify - Fire Permits Victoria</a> <a href="#">Apply for a fire permit (frv.vic.gov.au)</a>
Heritage Victoria	For events that occupy any spaces listed on the Victoria Heritage Register.	Allow 30 days prior to the date of your activation.	<a href="#">Apply for a heritage permit</a>
Liquor Control Victoria	For all activations where alcohol is to be served.	40 - 90 days prior to the date of your activation.	<a href="#">Apply for a major event liquor licence   Victorian Government (www.vic.gov.au)</a>
Parks Victoria	For activities on waterways, you will need to contact Parks Victoria. Parks Victoria issue permits for organised activities on the Yarra and Maribyrnong river and Victoria Harbour.	10 - 20 days prior to the date of your activation.	<a href="#">Event, Filming and Photography Permit application guidelines (parks.vic.gov.au)</a>
Public Transport Victoria (PTV)	For activities likely to have an impact on public transport services.	120 days - less than 10,000 people. 150 days - more than 10,000 people.	<a href="#">Event organiser information - Public Transport Victoria (ptv.vic.gov.au)</a>
VicRoads	For all activations that are to be held on or impact a road managed by VicRoads.	60 days prior to the date of your activation.	<a href="#">Getting permission for your event : VicRoads</a>
Victoria Police	Approvals, permits and potential fees associated with all activations. All activities on Victorian roads and highways and activities involving alcohol.	60 - 90 days prior to the date of your activation.	<a href="#">Events (police.vic.gov.au)</a> <a href="#">Highway permit applications (police.vic.gov.au)</a> <a href="#">Film and TV services   Filming and Television   Victoria Police</a>
WorkSafe	For inspections and approvals of fireworks.	7 days prior to the date of your activation.	<a href="#">Fireworks discharge notification   WorkSafe Victoria</a>



# 5. PLANNING YOUR ACTIVATION

1	Planning an activation in Melbourne A step-by-step guide
2	Permits for events, weddings, promotions, sampling, filming, photography
3	Fees and charges
4	Other permits and approvals
5	Planning your activation
5.1	Overview
5.2	Run sheet
5.3	Contact list
5.4	Public Liability Insurance
5.5	Stakeholder notification
5.6	Selling
5.7	Signage
5.8	Site Map
5.9	Accessible activations
5.10	Tree Protection Zones (TPZs)
5.11	Infrastructure and facilities
5.12	Pedestrian and crowd management
5.13	Traffic and public transport management
5.14	Vehicles, parking and access permits
5.15	Emergency and risk management
5.16	Operations centre
5.17	Waste management and sustainability
5.18	Animals at activations
5.19	Food and beverages
5.20	Alcohol and liquor licensing
5.21	Noise management and music
5.22	Filming at activations
5.23	Fireworks and special effects

The size, scope and complexity of an activation will determine the level of documentation that is required to be supplied to fulfil permit requirements. This section outlines compulsory requirements, as well requirements that may be applicable depending on the nature of the activation you wish to deliver. This is not an exhaustive list and additional information may be requested by your permitting officer throughout the approval process.

## 5.1 Overview

A high level summary of your activation to provide a broader understanding of your proposal and what you wish to achieve. When compiling this information you should include:

- activation name
- proposed locations
- a description of your activation
- the main purpose of your activation
- activation times and dates (including bump-in and bump-out)
- an overview of your activations key entertainment and activities
- nature of attendance (participating or spectating)
- target audience
- how the activation is being promoted, and
- estimated number of attendees.

## 5.2 Run sheet

A run sheet sets the timing and sequence of your activation so that you, your permitting officer and other key stakeholders know what is happening and when. A good run sheet includes a timeline of the production schedule including bump-in and bump-out, activation timings, locations and program details.

## 5.3 Contact list

A contact list is necessary and should outline all of the key contacts, including but not limited to staff, volunteers, contractors, stakeholders and public authorities (where applicable). It is also essential to add any emergency contact details, including but not limited to 000.

## 5.4 Public Liability Insurance

Organisers must ensure they have a public liability insurance policy underwritten by an insurance broker / company authorised to conduct insurance business in Australia. A Certificate of Currency must be provided to your permitting officer with full coverage for a minimum of \$20 million. Organisers are encouraged to obtain copies of current certificates of currency from all third parties contracted to participate or provide service to the activation for example performers, marquee hire, fireworks or amusement rides.

Individuals holding private activations may be able to access the City of Melbourne's Liability Insurance Scheme if they do not have Public Liability Insurance. If this is the case, your permitting officer will be able to provide advice on requirements.

## 5.5 Stakeholder notification

To minimise impact to surrounding stakeholders, prior notification may be required.

A formal letter must be sent to all stakeholders deemed to be impacted by your activation. Your permitting officer will provide guidance on an appropriate area of distribution and advise you of any specific stakeholders that must be targeted directly. It is the organiser's responsibility to ensure adequate stakeholder notification is conducted.

Your notification letter must include the following details:

- name, date and location of your activation (including bump-in and bump-out times)
- purpose of the activation
- expected number of participants
- activities being conducted
- what the likely disruptions to residents and businesses will be with respect to noise, transport and road closures
- a contact number for further information or queries
- your permitting officer's details as a secondary contact.

## Advertisement of road closures and other impacts

If your activation involves a major road closure / s or impacts the public transport network, you are required to submit a communications plan detailing how impacts will be advertised. There are a number of different mediums that can be used, including but not limited to:

- printed press (magazine / newspaper)
- radio advertisements
- social media (Facebook, Instagram, TikTok and Twitter)
- television advertisement
- websites (both the dedicated activation website and additional paid advertising).

The advertisement must include the name, date and location of the activation, road closure locations and opening and closing times, impact to public transport routes such as trams, buses or taxis, and a contact number and website for further enquiries. If your activity includes Tow Away Zones, this must be gazetted by the Department of Transport and Planning (VicRoads), and the Tow Away Zones must be included in your stakeholder letter.

You must send a copy of the communications plan to your permitting officer for review prior to the commencement of any advertising. If you are planning or are required to have printed press advertising, you must provide a copy of the draft advertisement at least 14 days prior to the date of publication for approval. Your permitting officer will discuss these requirements with you.



## 5.6 Selling

If your activation includes any form of sales to the public, a vendor list will need to be completed, outlining vendor contact details, a description of items for sale and a detailed site map. Forms of selling include but are not limited to goods, services, food, beverage, carnival rides, entry tickets and merchandise.

Food and / or beverage products given out in the furtherance of trade (to promote or for the purpose of advertisement) are also considered a sale of food even though there is no transfer of money in exchange for the product or sample. Reference to promotions and giveaways must also be included on your vendor list for review and approval.

## 5.7 Signage

Signage plays an important role in the promotion, management and safety of an activation. Organiser's must provide a comprehensive signage plan that covers the following:

- proposed directional, amenity, emergency evacuation, and assembly points signage
- vehicle access for entry and exit on and off site
- pedestrian access and accessibility options signage
- multi-lingual signage
- activation / program schedule signage
- activation branding signage
- compulsory [No Smoking](#) signage in compliance with *Tobacco Act 1987* amendments banning smoking in outdoor eating areas.

Your plan should include details such as quantity, size, positioning, and the proposed installation method. Signage includes billboards, banners, bunting, corflute's, maps and flags. Your plans should also reference sponsorship / corporate logos attached / imprinted on marquees, temporary site sheds / buildings, and inflatable gantries or fencing.

## 5.8 Site map

A site map is required to detail the proposed layout of your site and show the placement of infrastructure. In the initial stages of planning, a draft site map is acceptable. Your site map should be clear, drawn to scale, with the scale and a legend noted on the plan. The site map must clearly identify the location of:

- crowd control infrastructure
- entry / exit points
- emergency access / egress
- equipment
- exclusion zones
- food and sale vendors
- first aid
- fire suppression equipment; fire extinguishers, boosters, hydrants
- generators
- licenced areas
- permanent and temporary infrastructure for example stages, marquees and inflatables
- portable drinking water facilities
- portable toilets including accessible toilets
- pedestrian and vehicle access routes
- parking
- signage
- site boundary
- tree protection zones (TPZs)
- waste collection locations.

Correct site selection is a critical success factor when planning an activation. The site you select should match your expectations of size, location and available facilities. Crowd and infrastructure capacities vary depending on the chosen site. Not all locations are easily accessible and in close proximity to public transport. Your site map should consider turf protection measures and other nearby venues or activations that may be of impact. Each item of infrastructure shown on the site map must be included on your infrastructure list.

### Access and egress for emergency services

Public safety is the key priority of any activation and it is vital that your site map accounts for access and egress for emergency services, for example a dedicated emergency lane within a road closure. You are required to work with your permitting officer and relevant stakeholders such as Ambulance Victoria and Fire Rescue Victoria to ensure a quick and effective response in the event of an emergency. Emergency and risk management planning is covered [here](#).

### Site meeting

Please note that a site meeting may be requested by your permitting officer to make sure that the site is suitable and meets your activations needs and requirements. The more complex your activity, the more likely it is that pre and post activation site meetings will be required.

## 5.9 Accessible activations

Organisers must consider accessibility as part of their planning and put measures in place so that the activation site is accessible to everyone. As part of Council's commitment to accessibility, publications and education programs have been developed to help businesses and organisers provide equal access for all. For information on accessibility, visit [Accessing Melbourne](#), and refer to [making your business accessible](#) for further recommendations.





## 5.10 Tree Protection Zones (TPZs)

Tree Protection Zones (TPZs) must be considered when planning the placement of infrastructure and facilities on site to ensure that no damage occurs to tree trunks, roots, branches or surrounding soil. Depending on the impact, a Tree Protection Management Plan (TPMP) may be required.

If a TPMP is required, submission must be made 8 – 12 weeks prior to your activation start date.

The TPMP must be endorsed by City of Melbourne’s Urban Forest and Ecology team. This process will be facilitated by your permitting officer.

Further information about TPZs and TPMP’s can be found [here](#).

## 5.11 Infrastructure and facilities

All infrastructure and facilities brought onsite for your activation, including but not limited to marquees, banners, barricades, site sheds, amusement rides, toilets, water facilities and stalls must be listed on an infrastructure and facilities list as well as marked on your site map. Careful placement of infrastructure needs to be considered to mitigate crowd issues and damage to the site. Dimensions and weight loadings must be referenced where applicable.

The erection of structures including pop-ups and marquees may be restricted at some locations. Structures may be permitted at other locations in accordance with City of Melbourne’s guidelines for the use of public place. Specific conditions relating to the placement of infrastructure in public place can be found within our general permit [Terms and Conditions](#).

To assist in completing a compliant site map and infrastructure list organisers should be aware of the following:

- Infrastructure should be placed outside of Tree Protection Zones (TPZ) where possible. If this is unavoidable a Tree Protection Management Plan (TPMP) may be required.
- Where permission is given, structures are to be placed no less than four and a half metres from any tree, shrub or tree canopy, or within two and a half metres of garden beds.
- Structures, where permitted, must be weighted and not pegged. Depending on the location and infrastructure type, further requirements may be applicable to ensure underground assets remain protected from damage.
- Infrastructure must be placed a minimum of 1.5 metres from art work and sculptures.

- Concrete weights are preferred over water filled weights. When using water-weighted structures, water weights must be pre-filled and cannot be emptied onto the grass.
- Under no circumstances should items such as rope, string, signage or balloons be tied, stapled or attached to any tree limbs or park infrastructure.
- Vehicles are not permitted to enter City of Melbourne parks, gardens and hard spaces without prior written approval. When driving on lawns, vehicles are required to travel on track matting at no more than 10kmph and place drip trays under engines when parked.
- Parks, gardens and Council infrastructure must remain accessible to the public.
- Depending on the specific site chosen and the prevailing weather conditions, additional protection may be required. Protective boards or flooring (such as Profloor) may need to be laid to protect the lawns. The protective boards or flooring may be lifted to aerate the surface if the activation runs over multiple days.
- The location of all structures is to be considered in relation to protecting all the lawn surfaces. Where possible, structures should be located on hard spaces to limit the impact on the lawns.
- Most park pathways are not designed for heavy vehicle use. Lawn areas also become compacted and damaged due to ongoing use by vehicles.

### Toilet facilities

Your site plan must show the location and number of toilets and accessible facilities provided for your activation. Toilet facilities are required to be well lit, provided with soap and hand drying equipment and must be cleaned and re-stocked regularly. Toilets must be located away from food storage and food services areas, provided with sharps disposal facilities and be suitable for wet weather conditions. Accessible facilities must be available.

Use the following guide to determine the number of toilets required at your activation:

FACILITY TYPE	QUANTITY
Male Toilet Facility	One closet fixture* or urinal for every 200 male patrons or part thereof (at least 30% must be in the form of a closet fixture)
Female Toilet Facility	One closet fixture for every 200 female patrons or part thereof
Accessible Toilet Facility	One unisex facility for every 100 closet fixtures or part thereof
Washbasins	One washbasin for every 200 patrons or part thereof

\*A closet fixture refers to an enclosed space that contains a single toilet for private use. This can be in the form of an existing toilet cubicle, or a portable toilet cubicle.

### Toilets Facilities – Place of Public Entertainment

Where an activation requires an Occupancy Permit for Place of Public Entertainment (POPE), the provision of toilets is governed by the Building Code of Australia. In addition, if you have any Prescribed Temporary Structures or existing buildings, additional legislation may be applicable that would further increase the amount of facilities required to be available at your activation.

To assist organisers, City of Melbourne’s Building Control Group has developed a fact sheet explaining the requirements and calculation methods. This includes a POPE Calculator that will assist organisers in determining requirements. See fact sheet: [Place of Public Entertainment Toilets, Water and First Aid Calculator](#).

Did you know that there’s a [National Public Toilet Map](#)? The Australian Government has introduced a website which shows all public toilets available across Australia. The website is not just useful for small activations without provision of toilets, but also for everyday life. The map shows facilities, opening hours, accessibility and parking, and there’s even a free smart phone app.





### Drinking water

Activations must cater for the health and comfort of patrons. Under the Building Code of Australia, organisers must provide one drinking fountain or drinking tap for every 150 patrons or part thereof. Drinking water should be made freely available or if not feasible, cost less than the lowest price of any other drink sold to patrons. The location of drinking water facilities must be clearly indicated via directional signage.

Please note water access may be required to service portable toilets or provide water for consumption at an activation. Access to water may not be available at all locations.

The City of Melbourne is committed to being sustainable. In support of the state government's restrictions and City of Melbourne's wider commitment to achieving long-term sustainable practices, organisers are not permitted to access water points within the City of Melbourne's parks and gardens for counter weighing structures. It is recommended that concrete weights are used to secure infrastructure. If organisers bring in their own water to counter weight structures, the water must be collected and disposed of off-site.

### Power and lighting

Requirements for power and lighting must be clearly outlined in your plans. The plan must include locations and source of power, specifications of power used (such as amperage and voltage), details of certified electricians or generator companies engaged, a contingency plan in the event of a power blackout and details of how lighting will be provided to guarantee safe access and egress.

It is possible to use City of Melbourne mains power at some locations. If you require the use of City of Melbourne power, your permitting officer will provide you with the details of City of Melbourne's approved electrical contractor to facilitate access. Where organisers may wish to source their own reputable electrician to manage power requirements initial access to City of Melbourne assets must be facilitated by our approved contractor. Fees apply for access to City of Melbourne power. Organisers are responsible for ensuring that any independent operators comply with the appropriate health and safety regulations.

### Siting Approval Permit for temporary structures

A prescribed temporary structure is either one or a combination of the following structures used as an assembly building or place of public entertainment:

- stage or platform exceeding 150 square metres
- tent, marquee or booth with a floor area greater than 100 square metres
- seating stand that accommodates more than 20 persons
- prefabricated building with a floor area exceeding 100 square metres; and / or some marquees, scaffolding may also require siting approval.

You can find a fact sheet, application form, schedule of fees and checklist at [Temporary siting approvals](#).

Permits are applied for through Building Control Group within the City of Melbourne and must be made at least 15 working days prior to erecting any temporary structure. Please note all prescribed temporary structures also require approval from the Victorian Building Authority.

### Temporary Occupancy Permits for Place of Public Entertainment (POPE)

Under the *Building Act 1993* it is required that a Place of Public Entertainment (POPE) over 500 square metres needs an Occupancy Permit for a POPE from the Municipal Building Surveyor. Similarly, if an activation is to use an existing building, criteria will need to be applied as to whether an Occupancy Permit is required.

POPE fact sheets, pre-application registration form, schedule of fees and checklist can be found at [Place of Public Entertainment](#).

Temporary Occupancy Permits are applied for through City of Melbourne's Building Control Group. It is necessary to lodge a pre-application registration with all supporting documentation up to 90 days prior to the commencement of your activation. Approvals for design are required where there are temporary structures and prescribed temporary structures. Additionally, inspections will need to occur before the activation opens to the public.

### Inflatable and other non-prescribed temporary structures

If you're planning on having an inflatable and / or other non-prescribed temporary structure, such as jumping castles, gantries, altered shipping containers, signage installations, scaffolds or any other large structure, you are required to supply both a design and inspection report before the activation opens to the public. Design reports known as Certificate of Compliance Proposed Building Work and Inspection reports known as Certificate of Compliance Building Work must be completed by a [professional engineer](#) from one of the following categories:

- civil engineer
- V1 or V2 erector of temporary structures
- registered Building Inspector
- registered Building Surveyor.

Where design reports must be supplied prior to your approval being issued, inspection reports must be obtained before your activation opens to the public and must be provided to your permitting officer the next business day following your activation. Your permitting officer will advise you of any temporary structure requirements during the approval process.

For mechanical rides such as carousel's, ferris wheels or other amusement rides, an Annual Inspection of Amusement Device certificate must be supplied in place of certificate of compliance, along with a Registration of Design certificate if designed and manufactured after 1995. If designed and manufactured prior to 1995, a letter confirming the age of the design and stating it does not require design verification, must be submitted.





## 5.12 Pedestrian and crowd management

### Pedestrian management

When planning an activation to be held in public place, organisers must ensure access is maintained for members of the public, unless specific permission has been granted for ticketed or restricted entry. A pedestrian management plan must be developed and should tie in with your crowd management plan and vice versa.

A pedestrian management plan must outline strategies for managing pedestrian access and egress as well as taking into consideration non-attendee pedestrians who may be affected. Depending on the level of impact, the pedestrian plan may include a traffic management plan developed by an accredited traffic management company.

Your pedestrian management plan must include:

- locations of barricades
- locations of diversion and closure signs
- time and date for installation of infrastructure
- locations of marshals
- timing of footpath closures and openings
- public transport pick-up and set down areas
- access for people with disabilities
- consideration for peak commute times.

### Crowd management

A crowd management plan must outline your crowd control strategy for instances where crowds within or moving through your activation become unmanageable. It is the organiser's responsibility to effectively implement crowd management to mitigate risks associated with overcrowding. In developing a comprehensive crowd management plan, organisers should consider:

- the type of activation proposed (concert, sporting event, parade and / or fundraising activity)
- the location and its topography (an open square, a street, a laneway or a park)
- the capacity of the site once infrastructure is installed
- the expected size, demographic and nature of the crowd who will be attending
- whether there are appropriate access and egress points
- that emergency vehicle access is maintained
- appropriate methods of communication
- crowd control measures (barricades, signage, marshals)
- where queues will form and the strategies in place to ensure queue management is addressed
- the separation of vehicles and crowds
- who will take on what role in regard to crowd management and what is the chain of command.

### Safe spaces

Organisers must consider how each activation will be safe and inclusive for everyone. By making activations feel welcoming and inclusive for everyone, people feel safer, stay longer and enjoy themselves more.

Refer to our safe and inclusive events for women [fact sheet](#).

### Child safety

The City of Melbourne is committed to being a child safe organisation and has zero tolerance for child abuse. Through activations within the Municipality, we create safe environments for children and young people that are free from harassment, bullying, violence, discrimination, racism or sexism.

As an organiser, you must take steps to ensure the safety of children and young people who may attend your activation. Organisers should be aware of the compulsory minimum Child Safe standards under the [Child Wellbeing and Safety Act 2005](#). For more information on the minimum Child Safe standards, visit [Commission for Children and Young People](#) email [contact@ccyp.vic.gov.au](mailto:contact@ccyp.vic.gov.au) or call 1300 782 978.

## 5.13 Traffic and public transport management

Where an activation includes a road closure or traffic stoppage (block and holds), the City of Melbourne requires a traffic management plan to be submitted. Traffic management plans must be created by an accredited traffic control company. This plan will outline your objectives and strategies for managing proposed road closures and / or block and holds in accordance with the Australian Standards AS 1742.3 (2009).

When considering implementing road closures or impacting the public transport network, organisers must ensure all traffic is accounted for. A traffic management plan must include:

- locations of diversion and closure signs, road closures, barricades, traffic controllers, marshals and police
- positioning of variable message signs (VMS)
- time and date for installation and dismantle of infrastructure
- timing of road closures and re-openings
- implementation and management of closures and openings which includes impact to businesses and residents
- risk assessment
- hostile vehicle mitigation (HVM)
- affected public transport operators for example, Yarra Trams, Metro Trains, bus operators, taxi services and ride share operators and routes such as Dandenong line, tram route 86, bus service 201. Details of the impact should include:
  - service diversions where to, how long for
  - changes to bus or tram stops
  - lists of extra services required (and additional staff required)

- times for 'block and hold' if relevant
- passenger notification
- Public Transport Victoria notification
- management of crowds accessing transport services via bus, train or tram stops.

Where possible, it is advisable to avoid impact to freeways, arterial roads and public transport.

For more information refer to [Traffic Management Plans](#) on the City of Melbourne's website.

### Notifying relevant authorities

It is the organiser's responsibility to ensure relevant public authorities are notified. Key stakeholders with regards to traffic and public transport management are outlined below.

### Public Transport Victoria (PTV) (Department of Transport and Planning)

If your activation is likely to have an impact on public transport, an event notification form is required to be submitted to Public Transport Victoria under Part V1, Division 10 of the *Transport Act 1983*. Impact means any delay, replacement, deviation or cancellation of a public transport service. If you are unsure whether your activation is likely to have an impact on public transport, a self-assessment checklist is available. PTV requires submissions to be made at least 120 days prior to an activation with an expected attendance of less than 10,000, and at least 150 days prior to an activation with an expected attendance of over 10,000. Visit [PTV](#), email [event.notification@transport.vic.gov.au](mailto:event.notification@transport.vic.gov.au) or call 1800 800 007.

### VicRoads (Department of Transport and Planning)

VicRoads manages Victoria's main or arterial roads and freeways (excluding tollways). Local councils and other agencies (such as Parks Victoria) are responsible for managing local roads (municipal roads). To determine if your activation is to be held on or will impact an arterial road, view your proposed location on the VicRoads website and search for the interactive 'declared roads map'. Even if your activation is not being held on a declared road, the impacts may still be felt on these roads, and it may still be necessary to involve VicRoads in your planning. VicRoads requires that notification be submitted at least 60 days prior to your activation. Visit [VicRoads](#), email [vicroadsmetroevents@roads.vic.gov.au](mailto:vicroadsmetroevents@roads.vic.gov.au) or call 03 9854 2781.

Additional approvals and exemptions from VicRoads may be required regardless of whether your plans impact an arterial road. Organisers should consider that:

- Generally, all vehicles with a motor capable of generating power of over 200 watts must be registered or have an unregistered vehicle permit for the duration of the activity in which it is to be used.
- On-road cycling and race events require approval from VicRoads and Victoria Police.
- Cars are not permitted on footpaths without a permit and a letter of exemption from VicRoads.
- Vehicles participating in parades are still subject to Victorian road rules.
- It is illegal to travel in the load area of a vehicle. VicRoads may issue a permit to allow people to travel on the back of a ute or truck for the duration of a parade.
- You need VicRoads' authorisation to erect, place, remove or alter any Traffic Control Device on a VicRoads declared road.



### Victoria Police

Victoria Police may need to be involved in your activation from both a traffic management and crowd control perspective. Visit [Victoria Police](#) or email [stateevents@police.vic.gov.au](mailto:stateevents@police.vic.gov.au).

A [highway event permit](#) from Victoria Police may be required for any activation involving public roads including foot and bicycle races. Email [roadpermits-oic@police.vic.gov.au](mailto:roadpermits-oic@police.vic.gov.au).

On-road cycling and race events require approval from VicRoads and Victoria Police.

#### Other authorities include:

- [Victorian Taxi Association](#)
- [Commercial Passenger Vehicles Victoria](#)
- [Ambulance Victoria](#)
- [Fire Rescue Victoria](#)

## 5.14 Vehicles, parking and access permits

Generally, only authorised City of Melbourne vehicles or emergency services vehicles are permitted in City of Melbourne managed parks, gardens and public places. Limited access is available for vehicles engaged in the bump-in, bump-out and operation of an activation. No vehicles, caravans, cranes, accommodation vehicles or trailers are permitted in any City of Melbourne managed public places unless specific approval has been given. Approval where granted will be detailed in your permit.

In considering access requirements organisers should be aware of the following:

- [Vehicle Access Permits](#) may be required depending on the site you have chosen.
- Bollards may need to be opened to enable you to gain access to a site (fees maybe applicable).

- Vehicle movement may be restricted at certain times or in certain locations.
- Certain sites are subject to weight loading restrictions which may impact whether vehicles are able to enter the site.
- Rules and restrictions apply to all vehicles on site.
- All vehicles must be road registered.
- Under the [Road Management Act 2004](#), no vehicles are permitted to remain on a footpath, which includes being parked on a footpath as part of an activation, without a letter of exemption from the Road Safety Group at VicRoads. To obtain an exemption from this road rule please contact VicRoads.
- You may choose to apply for a [reserved parking permit](#) to park vehicles in proximity to your site.







### Vehicle Management

Where vehicle access is required a vehicle management plan must be created to ensure that movement is managed in a safe manner. Some points to consider when developing a vehicle management plan include:

- Access points must remain locked or be appropriately managed to ensure unauthorised vehicles cannot gain access:
  - where bollards are in place, a marshal must be positioned at the bollards while the bollards are removed.
  - anytime a marshal is required to leave an entry point, bollards must be in position, e.g. at the conclusion of bump-in.
  - vehicles are only allowed to enter when a marshal (wearing high visibility clothing) is available to escort them.
- Vehicles must have hazard lights on and must travel at walking pace.

- Vehicles must remain on existing pathways and every effort should be made to avoid the need for vehicles to drive on lawns. If this is to occur protective flooring should be installed to protect the surface.
- Vehicles that remain on site are required to have protective matting placed underneath tyres and drip trays placed underneath the engines and cooking areas.
- Members of the public must always have right of way.
- The organiser is responsible for any reinstatement costs incurred from vehicle damage caused by their staff or contractors.
- Warning signage should be erected to advise the general public of vehicles operating within a public place.

### Vehicles list or accreditation

All vehicles accessing the activation location must be approved by your permitting officer. Only essential vehicles are allowed to remain on site. Depending on the scale of your proposal, a vehicle list or vehicle accreditation plan must be submitted as part of your vehicle management plan. Your permitting officer will be able to discuss these options with you in more detail.

## 5.15 Emergency and risk management

All activations, regardless of size, will attract risk. It is important that organiser's consider potential risks and appropriate measures required to mitigate them. If your activation is large or complex, a number of emergency services may need to be engaged and have a presence on site during your activation. You may also need to develop an emergency response plan in consultation with Victoria Police, Ambulance Victoria and Fire Rescue Victoria.

When developing a risk management plan, organiser's should clearly document controls for each risk source identified, which guide the decision making process. The controls should be realistic measures that organisers are able to implement, be current and specific to the activation, and include document review dates.

The Risk Management Standard ISO31000:2018 was introduced in February 2018 for assessing risks associated with activations. Organisers should be familiar with this standard so that it can be applied throughout their plans.

When compiling risk and emergency management plans, organisers should consider the following:

### Staff training and induction

Organisers should consider what is required to ensure all staff working at an activation have adequate training and are inducted appropriately. Reference to staff includes contractors and volunteers who may work on an activation, from planning through to bump-in, activation delivery and bump-out. More information on the *Occupational Health and Safety Act 2004* and regulation can be found on [Worksafe Victoria's website](#).

### First aid

You must develop a first aid plan outlining how you will manage an incident if one was to occur. This may include the involvement of Ambulance Victoria and / or on-site first aid providers and / or other pre-hospital care providers (if you request their attendance). It is essential that you provide access and parking for emergency service vehicles.

Ambulance Victoria will be able to undertake a risk assessment to establish an appropriate level of response and if applicable develop a Health Emergency Management Plan. Contact [Ambulance Victoria](#) on 03 9090 5909 or [email\\_events@ambulance.vic.gov.au](mailto:email_events@ambulance.vic.gov.au).

More information on your first aid obligations under the *Occupational Health and Safety Act 2004* can be found in Worksafe Victoria's [First Aid in the Workplace - Compliance Code](#).

First aiders need to be suitably equipped to do their job and have access to a facility in which they can work. Consider patient confidentiality and dignity. The best advice is to approach a recognised body that provides such services to determine the minimum level of first aid you will require at your activation.

### Evacuation plan

Your emergency plan should include detail on plans for evacuation. This plan is a map of the activation area, clearly indicating all evacuation points, meeting points and emergency services' locations. It should also highlight how the crowd will be informed of an evacuation and who will be the person that is charged with this responsibility (nominated wardens and safety officers with the appropriate skill sets). This evacuation plan should be prepared in conjunction with your crowd and pedestrian management plans.

### Weather contingency planning

City of Melbourne's public places are outdoor locations so activations will be subject to weather conditions. It is important to consider the impacts of the weather on your activation and plan for the various conditions that may occur. Planning for a public street parade will differ from a private corporate function within a park, however all activations should consider contingency plans for weather and make sure this is included within a Risk Management Plan. Organisers are advised to monitor long range forecasts on the [Bureau of Meteorology](#) website in the lead up to their activation.

### Total Fire Ban

A Total Fire Ban sets legal restrictions to prevent activities that may start a fire. In the event of a total fire ban, restrictions may apply to the discharging of fireworks and open fires. Visit [FRV](#) or call 03 9665 4501 to find if restrictions apply.

## Safety and security

Safety is of paramount importance. The nature of your activation and anticipated crowd numbers will determine the type of security required. It is important to design a security plan with your security provider to clarify roles and responsibilities. The main responsibilities of security staff are likely to include crowd management, asset protection, managing lost children and handling confiscated items. Depending on the size and scope of your activation, marshals may be used in place of security. Please discuss this with your permitting officer.

## Safe and healthy crowded places

All organisers who plan activations involving large numbers of high profile attendees need to address security and counter-terrorism issues. Your permitting officer will facilitate communication with Victoria Police and other relevant authorities through the [A-Team process](#).

The [Australian Institute for Disaster Resilience](#) (AIDR) have developed the Safe and Healthy Crowded Place Handbook 2018. The handbook is structured to provide managers of crowded places an overarching framework for risk management, communication, incident and emergency planning. In addition to the handbook, AIDR have produced some supporting documents to assist organisers including a crowded places checklist. Visit [AIDR](#) to access the handbook and supporting documents.

## Working with Victoria Police

Depending on the size and scope of your activation, Victoria Police may be involved throughout the planning process and may be required on site for the duration of your activation. Police members may attend meetings with organisers as well as attending [A-Team meetings](#).

## Other useful references:

- Occupational Health and Safety (OH&S) requirements. To download the latest versions of the Compliance Codes and for more information about Occupational Health and Safety related to your activation please contact WorkSafe Victoria. Visit [WorkSafe](#) or call 1800 136 089.
- For expert advice on emergency management and training, consult Fire Rescue Victoria's Fire Equipment Services Emergency Training (FES), Visit [Fire Equipment Services](#) or call 1300 855 163.
- For fire safety guidelines, email City of Melbourne's Building Control Group at [building@melbourne.vic.gov.au](mailto:building@melbourne.vic.gov.au) or call 03 9658 9658.
- Gas Cylinders and Safety Regulations. Visit [Energy Safe Victoria](#) or call 03 9203 9700.
- Fireworks may only be included at an activation if they are provided and operated by a pyrotechnician who is licensed by WorkSafe Victoria. Visit [WorkSafe](#) or call 1800 136 089.
- [Fire Rescue Victoria](#).
- [Ambulance Victoria](#).
- [Victoria Police](#).

## 5.16 Operations centre

Regardless of the size of your activation, it is likely you will need to set aside an area where your staff and volunteers can meet for debriefs and / or meetings, as well as run the operations of your activation.

Major events held in the City of Melbourne may be required to establish an Operations Centre (OC). The operations centre is a location where key members of the organising team, public authorities, stakeholders, service providers and City of Melbourne gather to manage the activation.

The following items are requirements of all operation centres:

- The organiser must have a representative present in the operations centre at all times and be willing and able to coordinate required response to any reports or incidents.
- The representative must be authorised and prepared to act on behalf of the organiser in all matters.
- Those present must be able to immediately address any problems arising during the activation.
- A representative of the organiser must be responsible for the logging of incidents throughout the activation, its bump-in and bump-out.
- Organisers are required to source a suitable location for the operations centre after consulting with the relevant public authorities and the City of Melbourne. Organisers are responsible for room hire, providing an effective communications system, Wi-Fi access, catering and any equipment hire. Public authorities are responsible for supplying their own laptops and facilitating communication with other members of their team.



## 5.17 Waste management and sustainability

Organisers are required to compile and implement a waste management plan. This is required to minimise the impact of waste from an activation. As activations have the potential to draw increased crowds to streets, parks and other public places, this puts extra demand on City of Melbourne's public litter, recycling bins and street cleaning services. It is your responsibility to assess your activity and arrange for suitable street cleaning and waste collection where required.

Organisers are responsible for coordinating waste management resources and facilities to areas affected by the activation, including those outside of the permitted area where City of Melbourne's normal services cannot access. This includes all areas affected by road closures, including major transport hubs, for example Flinders Street Station or tram super stops.

For most activations, it is likely that additional rubbish and / or recycling bins will be required. It is important to consider the type and location of litter bins and use recycling options where appropriate.

At the conclusion of the activation, all displays and promotional material, excess rubbish and other equipment must be removed and the area left in a clean and tidy condition. If City of Melbourne is required to undertake any reinstatement, additional cleaning or removal of rubbish or other materials, you may incur a charge to restore the area to its pre-activation condition.

Your waste management plan must include evidence that you have considered the following:

- The level of waste estimated to be generated from the activation based on patron attendance, duration, catering options, merchandise and promotional activities.
- The type of waste potentially generated including cigarette butts, paper or cardboard, glass, cans, compostable, biodegradable, chemical and bio-hazardous.
- Strategies to minimise waste including the elimination of products or activities that cause excessive waste from sale or distribution, including handbills, promotional material, giveaways and unsustainable merchandise.
- How waste will be collected and disposed of and the site cleaned during and post operation.

Did you know that you can reduce your waste and increase recycling through simple actions such as:

- ensuring packaging used for any products available is recyclable
- making sure recycling and rubbish bins are placed next to each other
- ensuring that recycling and rubbish bins are clearly signed to show where items should be disposed.

### Sustainability

City of Melbourne has a responsibility in considering the impact city activations have on the environment. To assist organisers in planning for sustainable activations, we have developed a [Sustainable Event Guide](#). The tips and tools within this guide can help make an activation more sustainable and reduce the impact of an activation on the planet and our community.

By encouraging organisers to minimise, measure and offset the impact of their activation, City of Melbourne is leading the way in reducing the true impact activations of different types can have on the environment.

The following items are no longer permitted:

- confetti cannons.
- helium balloons (note the [EPA](#) has outlawed helium balloon releases in Victoria).
- sky lantern releases.
- giveaways such as plastic clappers, signs, flags.
- single use plastic items such as drinking straws, cutlery, plates, bottled water and plastic bags / show bags. Please see [Single-use plastics ban in Victoria](#) for more information.
- glitter unless proven to be biodegradable and approved by City of Melbourne.

### Promotional giveaways

If you wish to distribute promotional giveaways at your activation, consider your options and the environmental impacts in detail and then discuss with your permitting officer. Please note it is not possible to distribute giveaways at all activations or in all locations as giveaways can cause litter and waste issues. If your activation includes giveaways, the broader guidelines around promotions apply. Refer to section [2. Permits for events, weddings, promotions, sampling, filming, photography](#).



## 5.18 Animals at activations

To ensure that animal welfare is considered and managed appropriately, organisers are required to ensure that animals involved in activations are chosen for their suitability and not subjected to injury, suffering, distress or excessive disturbance.

In demonstrating your approach to achieving this outcome you must give due consideration to legislative requirements, best practice and the RSPCA's 'Five Freedoms for animals'. Organisers are required to complete an animal welfare checklist and provide details on how this will be achieved.

There are various animal welfare acts, regulations and codes of practice that must be upheld, as detailed on the [Victorian State Government Agriculture](#) and [RSPCA Victoria](#) websites.

### Animals in circuses

It is the policy of City of Melbourne that the use of exotic animals in circuses is not supported. Exotic animals refers to any non-domesticated animals, such as elephants, large cats or non-human primates (monkeys).



## 5.19 Food and beverages

Organisers who have food vendors at their activation are subject to comply with the *Food Act 1984* and the *Public Health and Wellbeing Act 2008*. Organisers must ensure all vendors are registered with the City of Melbourne or another council within the state of Victoria. These requirements relate to all food operations where any food or beverage, including sampling, is intended to be sold or given away as part of a charity, service organisation, fundraising, sporting, promotional or commercial activation.

As per the *Tobacco Act 1987*, smoking is banned in all outdoor eating areas and new controls apply to public activations, which will vary based on the number of food vendors on-site. For more information, including fact sheets and guidelines visit [Department of Health and Human Services](#).

Organisers are required to liaise directly with the City of Melbourne's Health Services team to ensure all temporary food stall vendors are registered and meet all requirements of the *Food Act 1984*. It is the responsibility of the organiser to:

- Notify City of Melbourne's Health Services team at the earliest opportunity. This will ensure access to the most current information regarding Council requirements for registration and operating at an activation.
- Distribute correct (and current) application information to food businesses operating at the activation and ensuring they submit relevant applications to the City of Melbourne at least 21 days before the activation.
- Confirm details of all food businesses due to operate at the activation by providing a list of food business proprietors and reference to their position on the site map of the activation at least 14 days before the activation.
- Ensure all food businesses are aware of the requirements to register and operate a food premises at an activation.
- Provide facilities for communal wash up, access to power, water and sewerage disposal if required.
- Attend meetings with City of Melbourne Health Service's team as required.





### Temporary and mobile food premises

Prior to operating at an activation, temporary and mobile food vendors must ensure they have a current Food Act Registration and lodge a Statement of Trade with the City of Melbourne. You may risk a fine if you fail to lodge statements of trade at least five days prior to an activation.

FoodTrader is an online system available for traders to register and notify temporary and mobile food premises in Victoria. Statements of Trade are also lodged through [FoodTrader](#).

- Applications for registration of a temporary food premises must be completed and submitted at least 21 days prior to the commencement of the proposed activation. Registration fees are applicable.
- Applications for registration of a mobile food premises must be completed and submitted at least 28 days prior to the commencement of the proposed activation. The registration process includes a plan assessment and inspection. Registration fees are applicable.

Timeframe: At least 21 days prior to the activation (28 days preferable).

You can email [hsevents@melbourne.vic.gov.au](mailto:hsevents@melbourne.vic.gov.au) or phone 03 9658 8858. Find out more about temporary and mobile food premises at [Temporary food premises](#).



## 5.20 Alcohol and liquor licensing

In accordance with the [Activities Local Law 2019](#), City of Melbourne prohibits the consumption of alcohol in the central business district (CBD) 24 hours a day, 365 days a year.

There are some exceptions where, in accordance with a permit, alcohol consumption may be permitted within Melbourne's CBD. An example would be where a liquor licence has been obtained and operational plans submitted have met City of Melbourne's approval.

A temporary Limited Liquor Licence or a Major Event Liquor Licence may be required when liquor is being supplied for sale (or is included in a ticket price) at an activation. Your permitting officer will need to see evidence of your liquor licence. Please note that approval of a liquor licence is not approval for your activation, nor does a permit guarantee you will receive a liquor licence.

If you intend to serve but not sell alcohol, you may not require a liquor licence; however it is always best to check with Liquor Control Victoria (LCV) for the latest information. For more information, visit [Liquor Control Victoria](#) or call 1300 182 457.

Responsible consumption of BYO alcohol is permitted in the City of Melbourne's public parks and gardens by individuals or groups of 50 people or less. Restrictions apply for some specific locations during special events.

### Alcohol management

Regardless of whether you are selling or just serving alcohol, you are required to prepare an alcohol management plan.

Organisers must factor into their plans appropriate measures to prevent:

- the sale or provision of liquor to minors
- unruly intoxicated / disorderly person
- access by minors to licensed areas.

Your licensed area(s) should be clearly marked on your site plan and food and drinking water should always be made available to guests.

Your alcohol management plan should detail:

- the type of alcohol that will be available and limits per person
- the containers in which it will be served (no glass permitted)
- provisions for container collection during and after the activation
- the proposed licensed area
- food vending / provision areas and types of food available
- the number and location of security personnel who will manage the area (this may also be included in your security plan)
- the location of toilets and the ratio of toilets per attendees
- the number of bar staff and their training levels
- the proposed trading hours of the alcohol serving areas.





## 5.21 Noise management and music

Managing noise is an important part of the City of Melbourne's commitment to providing a liveable and supportive environment for all.

Any noise emanating from an activation is not to exceed 65 decibels (dba) at the nearest point of possible complaint (residences or businesses). There is to be no amplification equipment used in association with any activity unless written approval from the City of Melbourne has been obtained. Amplified sound must not start prior to 10am and must cease by 10pm Sunday to Friday and by 11pm on Saturdays. Additional approval may be required from the Environment Protection Agency (EPA). For more information, visit [EPA](#) or call 1300 372 842.

Noise from activations is also subject to the nuisance provisions of the [Public Health and Wellbeing Act 2008](#). Residents may lodge a complaint that an activity is adversely impacting on the amenity of the area and Council is obliged to investigate and take action where necessary.

Organisers need to consider the amenity of the surrounding area. Noise from vehicles, programming activities, music and patrons can cause disturbance. Operational plans should include strategies to address potential noise issues. Proactive measures such as crowd control, positioning of loudspeakers and timing of activities can improve the impact of noise.

The City of Melbourne's Compliance Officers regularly monitor activations, such as spruiking and busking, to ensure compliance with local laws. A penalty applies to most noise offences under the [Activities Local Law](#).

It's illegal to play protected sound recordings for commercial purposes without a licence. [OneMusic Australia](#) (since 2019) is an APRA AMCOS and PCCA joint licensing initiative that protects the rights of their members' and their musical works. If you are playing music at your activation, whether live or recorded, it is highly likely that you will need a OneMusic Licence. For more information, visit [OneMusic](#) or call 1300 345 435.

## 5.22 Filming at activations

Where your proposal includes a media presence or it is your intention to film or undertake photography at your activation there are additional requirements to consider.

If you are planning to use a remote piloted aircraft (RPA) / drone on site, please advise your permitting officer so they can advise you on specific requirements relating to your proposal. The following documents may be required to be submitted:

- [Aviation Reference Number \(ARN\)](#)
- [RPA operator accreditation](#)
- [Remote Pilot License \(RePL\)](#)
- [RPA Operator's Certificate \(ReOC\)](#)
- [Aeronautical Radio Operator Certificate \(AROC\)](#)
- Operators Public Liability Insurance for a minimum \$20 million
- Detailed aircraft operations plan. The plan must reference:
  - Take-off and landing zones (including emergency zones)
  - Proposed flight path
  - Proposed 30m exclusion zone and the use and positioning of signage
  - Location of spotters
- Risk management plan
- Letter to notify residents and businesses in the surrounding area of the intention to operate an RPA.
- Proof of completed [Police Notification Form](#)

For more information about filming, photography and use of RPA / drones please visit the [Filming Permits page](#) or review our [Drone Guidelines](#).



## 5.23 Fireworks and special effects

Under Victorian legislation, fireworks and certain special effects may only be included at an activation if they are provided and operated by a pyrotechnician who is licensed by WorkSafe Victoria. If you are planning to include fireworks or any special effects in your activation, please advise your permitting officer so they can assess proposed locations and inform you of any extra requirements.

Fireworks and special effects documentation must include:

- Public liability insurance for a minimum \$20 million.
- Copy of the pyrotechnician's WorkSafe Victoria Licence.
- Copy of the WorkSafe Victoria '[Notification of Intention to Discharge Fireworks](#)'. WorkSafe Victoria requires a minimum 14 days notification from a fireworks contractor before fireworks or special effects are discharged.
- Copy of or evidence that the relevant fire authority and neighbouring local councils (if applicable) have been notified.
- Copy of the Civil Aviation Safety Authority's '[Notification of a Fireworks Display](#)'.

- Risk assessment which contains specific assessment of the fireworks display or special effects.
- Site map showing the location of the discharge site and indicating safety clearances.
- Stakeholder notification. The notification must be provided to all residents within a 500m to 800m radius (depending on shell size) of the fireworks discharge point advising the date, time and duration of fireworks, and should advise that any animals within the vicinity be restrained for the duration of the show where required.

# GLOSSARY

For the purpose of this guide the following definitions apply.

## Activation

An activation in this guide refers to both a large or small gathering that occurs in a certain place, during a certain time, which has some level of impact on the immediate surroundings. Activations include events, weddings, promotions, filming and photography. Low risk activations usually have minimal impact on the area and local stakeholders while medium and high risk activations will usually require additional services such as road closures, barricading, health services and promotional assistance and often involve the public. Larger activations may also require the assistance of public authorities including Victoria Police, public transport providers, Fire Rescue Victoria, Ambulance Services, Parks Victoria and external suppliers, such as street cleaning and power.

## Activities Local Law

The Activities Local Law 2019 contributes to City of Melbourne's long term and responsible approach to the ongoing health, vitality, prosperity, security and welfare of the city's residents, businesses and environment. Essentially, the objectives of this local law are to place parameters around activations occurring within the municipality to help ensure the safe enjoyment of daily life in the city for visitors and residents alike. All activations in the City of Melbourne are subject to the Activities Local Law 2019. Prescriptions (or additions) to the local law can be found online.

## Bump-in

Bump-in refers to the process of setting up your site prior to any activities starting. This may include setting up any infrastructure.

## Bump-out

Bump-out refers to the process of packing up all elements after your activation has finished.

## Busker / Busking

A busker is considered to be an entertainer who is actively providing a performance in the public place in exchange for a donation. Busking is defined as sounding or playing a musical instrument, singing, giving a recitation or performing, conjuring, juggling, puppetry, miming, dancing, entertaining or doing any of these things concurrently. Busking also includes the activity of drawing any message, picture or representation on a pavement, paper or canvas surface. Busking permits are issued by Council's Street Trading team. For more information visit [Busking and street entertainment](#).

## Certificate of Currency

A certificate of currency is documentary evidence that an insurance contract is issued by an insurer, outlining the insurance policy details, dates of policy and the interested parties.

## Council

Council means the Melbourne City Council.

## Crown Land (Reserves) Act 1978

The Crown Land (Reserves) Act advises how Crown land (land owned by the State or Commonwealth) can be used by the public and managed by the Committee of Management. The City of Melbourne is the Committee of Management for a variety of Crown land within the municipality. Under Section 13 of the Act, the Melbourne Parks and Gardens (Joint Trustee Reserves) Regulations 1994 were created. Any activations held on any Crown land within the City of Melbourne must abide by these regulations and any directions given by a City of Melbourne appointed permitting officer. The regulations look at rules, behaviours, use of barbeques, advertising and selling, amplified equipment, functions and events, structures, alcohol sales or distribution, vehicle use, and where permits or written consent is required. View the [Crown Land \(Reserves\) Act 1978](#).

## Experience Melbourne

Experience Melbourne permits all event, filming, wedding, and promotion applications in City of Melbourne's public places. A permitting officer from Experience Melbourne will be your contact if you wish to organise any of these types of activities.

## Filming

Filming in this guide refers to the recording of images, including but not limited to film, video, digital or electronically for the purposes of exhibition and / or broadcast television, cinema, internet, etc. and includes photography, photo shoots and use of RPA / drones.

## Goods

Refers to any item(s) for sale and may include food.

## High risk

Large scale activations require a permit and will generally have one or more of the following triggers:

- over 10,000 people
- a significant impact on stakeholders
- significant levels of infrastructure or vehicle access required
- road closures
- impact on public transport.

## Low risk

Low impact activations require a permit and generally have minimal impact on the surrounding stakeholders and general public. A low impact activation will:

- have more than 50 people, but less than 1,000 people or
- have less than 50 people, but has catering and / or infrastructure and / or vehicle access required or
- have less than 50 people, but would like to book a preferred location.

## Medium risk

Medium risk activations require a permit and fit within the following guidelines:

- has more than 1,000 people but less than 10,000 or
- has less than 1,000, but has catering and / or infrastructure and / or vehicle access required or
- significant impact on stakeholders and / or
- road / lane closures.

## Operational Plan(s)

An operational plan is the document (or combination of documents) an organiser submits detailing how they plan to run their activation. Plans may be short or long depending on the complexity of the activity and will cover areas outlined in this guide.

## Organiser

An organiser is responsible for the overall management of the activation, and is the key contact. The role and responsibilities of an organiser include troubleshooting, logistical operations, delivery and liaison. The organiser must be contactable throughout the planning, evaluation and delivery process.

## Parks, gardens and reserves

The City of Melbourne manages its parks, gardens and reserves under the *Crown Land (Reserves) Act 1978* and has approximately 480 hectares of parks, gardens and reserves. Throughout this document, you may see reference to a park or garden used interchangeably. City of Melbourne park rangers patrol the parks, gardens and reserves to protect the parks, assist park visitors and assess the safety of park activities. For more information, visit [Parks](#).

## Permit

A permit is the document an organiser is issued upon successful submission of all operational plans. Your permit will be emailed to you by your permitting officer once all criteria has been met.

## Promotional activity

Promotional activity includes any concept that promotes a product or service, but does not include selling of the product, service or any associated merchandise. The City of Melbourne offers businesses access to various promotional sites located throughout the central city. The sites have been allocated specifically for the promotion of new products to consumers as roaming is not permitted. Fees are charged when using Melbourne's public places for promotions.

## Public place

Public place is defined as Crown Land that is used by the public as common ground. The public is entitled to have access to all common ground areas of the municipality. Public place also extends to the following:

- any place prescribed by the City of Melbourne as a public place, other than an interior part of a building which is not occupied by the City of Melbourne or a public body unless that part has been prescribed by the Council
- any place to which the public have or are permitted to have access upon payment for admittance, but not including a shopping centre
- any park, garden reserve or other place of public recreation or resort
- any vacant land or vacant space adjoining any road
- any wharf, pier or jetty
- a City of Melbourne building.

## Registered Charity Organisation

A Registered Charity Organisation (RCO) is an organisation, or a third party organisation, that collects money or pledges on behalf of a RCO, which is registered with Consumer Affairs Victoria.



### Risk

Risk refers to the probability and consequences of occurrence of injury or illness. Risk depends on such factors as the nature of the hazard, the degree of exposure, the potential consequences and individual characteristics such as susceptibility to hazardous substances.

### Risk assessment

Risk assessment means the process of evaluating the probability and consequences of injury or illness arising from exposure to an identified hazard and for the purposes of this guide includes hazard identification and risk control initiative.

### Selling

Selling is defined as bartering, offering or attempting to sell, receiving for sale, having in possession for sale, exposing for sale, forwarding or delivering for sale, or allowing to be selling or offering for sale, and selling for re-sale.

### Site Map

Is a detailed snapshot of the location identifying all aspects of the activation including; infrastructure, facilities, pedestrian and traffic management, amenities, etc. The site plan should also reference streets, laneways and other distinguishable landmarks.

### Spruiking

Spruiking is defined as addressing members of the public (whether directly or by the use of pre-recorded speech or messages) to encourage members of the public to enter a premises, purchase goods or both. Touting is defined as soliciting business to premises, whether by addressing members of the public directly or through the emission of music or other noise calculated to attract business.

### Stakeholders

Stakeholders refer to a person, resident, business or group with an interest in any activities taking place in the vicinity of where their residence or business is situated.

### Statutory permits

Statutory permits are those required by State legislation and can include an Occupancy Permit for Place of Public Entertainment (POPE), health permits for provision of food to the general public and street trading permits for sales of goods and services in a public place. Note: if permits are not obtained when required, substantial fines could be issued.

### Wedding

Wedding is defined as a commitment ceremony, is an invitation only activity and does not include the wedding reception, party or wedding photography.





## How to contact us

Experience Melbourne  
Event Operations Team  
events@melbourne.vic.gov.au  
03 9658 9658

### Online:

melbourne.vic.gov.au

### In person:

Melbourne Town Hall - Administration Building  
120 Swanston Street, Melbourne  
Business hours, Monday to Friday  
(Public holidays excluded)

### Telephone:

03 9658 9658  
Business hours, Monday to Friday  
(Public holidays excluded)

### Fax:

03 9654 4854

### In writing:

City of Melbourne  
GPO Box 1603  
Melbourne VIC 3001  
Australia



### Interpreter services

We cater for people of all backgrounds  
Please call 03 9280 0726

03 9280 0717 廣東話  
03 9280 0719 Bahasa Indonesia  
03 9280 0720 Italiano  
03 9280 0721 普通话  
03 9280 0722 Soomaali  
03 9280 0723 Español  
03 9280 0725 Việt Ngữ  
03 9280 0726 عربي  
03 9280 0726 한국어  
03 9280 0726 हिंदी  
03 9280 0726 All other languages

### National Relay Service:

If you are deaf, hearing impaired or speech-impaired,  
call us via the National Relay Service: Teletypewriter (TTY  
users phone 1300 555 727 then ask for 03 9658 9658  
9am to 5pm, Monday to Friday (Public holidays excluded)

melbourne.vic.gov.au



CITY OF MELBOURNE