Holroyd City Council Sustainable Event Policy

**Background**

Council organises events and festivities throughout the year to celebrate Holroyd, bring the community together, raise awareness of issues and mark important days.

Council desires all council events coordinated by council’s Media Relations & Promotions team to be planned and implemented with the goal of reducing the carbon footprint/emissions of the event. Staff must develop a Sustainable Event Management Plan for each event to demonstrate that sustainable options have been considered in all key areas outlined below under Policy Scope.

This policy will achieve this outcome through the consideration of the following areas when planning and implementing a sustainable event:

- waste minimisation;
- resource recovery;
- energy and water efficiency;
- biodiversity conservation, and
- greenhouse gas abatement.

Our stakeholders may include one of or a combination of some or all of the following:

- Council staff and Volunteers;
- Residents;
- Local businesses and small industry;
- Sponsors;
- Event Patrons;
- Stall holders / Food Handlers / Caterers;
- Service providers;
- Waste services; and
- Local media.

**Purpose of the Policy**

To provide a clear statement of Holroyd City Council’s commitment to ensuring sustainable event management (SEM) with Quadruple Bottom Line (QBL) management practices, and consistent with the principles of Ecologically Sustainable Development (ESD) – as required by the *Local Government Act*. Events will be planned, implemented and reviewed based on international best practice (SEM) standards as outlined in this policy.

**Scope of the Policy**

This policy identifies the minimum requirements in relation to planning, implementing and evaluating council events managed by the Media Relations & Promotions Section captured within the Policy scope. Over the next 3-5 years this policy will extend to cover all Holroyd City Council events, functions and workshops (excluding those managed by the Holroyd Centre who have their own SEM Policy).

**References**

Holroyd City Council has a number of existing strategies and action plans relating to environmental sustainability, including:

- Sustainability Action Plan 2010/11
Holroyd City Council will carry out events according to International Best Practice SEM.

International Best Practice SEM is based on British Standard BS8901 and identifies that events are carried out using a three-phase framework: planning, implementation and feedback/review. (DOE Principles). This framework encourages and facilitates a process of continual improvement, helping to ensure events become iteratively more sustainable over time.

1. Event Planning (Before an event)

Venue selection
Venue selection will be based upon proximity to public transport, access and adequate parking for all types of people and if shuttle buses are provided they will be linked to alternative parking areas or to local public transport links. Where possible bike racks will be provided.

Where possible venues will be chosen which provide water efficient measures (i.e. low flow taps, aerators in taps), water tanks, and where additional toilets are hired toilet they will use ‘grey water’ and correctly dispose of ‘black water’ and recycled paper will be provided.

Where possible staff will seek indoor venues with energy efficient measures in place for lighting and ventilation.

Catering/food handling
Ensure all food handlers comply with all safety and food regulations and a written commitment will be obtained from stallholders and or caterers (sign off on a ‘sustainable agreement’ on their stallholder application form/s). Choices should be based on the policy guidelines which include such things as, but not restricted to, fair trade, locally sourced & minimal required packaging.

Waste
Waste management plans will be developed for each event according to venue catering capabilities and or types of stalls and event activities. Staff will reduce waste at each event by accurately supplying options that are best fit:

Staff will implement Council’s waste reduction policy that addresses:
1. Reduction of waste altogether;
2. Reuses waste where possible;
3. Recycles waste where it cannot be reduced or reused.

Energy use
Staff will ensure technical suppliers are using modern technology that is energy efficient and design systems that reduce excess equipment.

If generators are required where possible they will be modern, fuel saving and environmentally friendly units.
Education and Training
Council’s Events Officer will ensure that all relevant people involved in delivering the event are appropriately trained in the sustainable event practices/processes to ensure the relevant parts of this policy & associated guidelines are adhered to during and after the event. Staff and volunteer roles will be outlined in each event manual to ensure the systems and procedures are effective and adequately monitored.

Marketing and Promotion
Environmental and social considerations will be addressed in the methods used in marketing and promotion of events in order to minimise resource use and waste production and to maximise exposure to target audiences. A communication strategy will be tailored for each event addressing how this will be achieved.

Staff will highlight the important outcomes of ‘recycling’ and ‘reuse’ at all stages of event planning and implementation. Educational material, announcements and signage will be provided which will be easily understood by all patrons.

Financial Constraints
Relevant staff will ensure that the event runs within budget and will also ensure the balance between the financial cost of hosting the event and the benefits of implementing the guidelines set out in this policy.

Staff will make informed purchasing decisions by researching and prioritising supplies and equipment that support the use of recycled materials or has end-of life recycling potential.

2. Implementation (during an event)
   a) Ensure adequate staffing and systems are in place to deliver policy goals, and monitor and record data to feed into review and continual improvement.
   b) Checklists and guidelines used to ensure event meets stated goals and targets.

3. Check and Review (after an event)
The following reviews will be carried out following the event and reported back to council:
   a) Implementation checklists (catering, venue, waste, marketing and promotion and education/training) will be evaluated according to QBL objectives;
   b) Data collected and evaluated according to QBL objectives;
   c) A list of suggested improvements will be made for future events, and
   d) All monitoring, measurement and evaluation results will be recorded, and reported to council.

Mandatory Inclusions
All event stakeholders will be strongly discouraged from using the following at any council event:
   1. Caged eggs;
   2. Imported water for sale and consumption at events;
   3. Helium balloons (regular air to be used to inflate balloons tied to a stick); or
Policy Review
This policy will be reviewed annually following assessment of the outcomes from each event approved and managed, to ensure the processes and sustainability outcomes are consistent with the policy objectives.