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Community Event Planning Guide



The information in this guide was current at the time of publication in August 2026.
Please check relevant websites for any updates.

Acknowledgement of Traditional Custodians

Wyndham City Council recognises Aboriginal and Torres Strait Islander peoples as the first Peoples of Australia. We acknowledge the Bunurong and Wadawurrung Peoples as Traditional Owners of the lands on which Wyndham City operates. The Wadawurrung and Bunurong Peoples have and always will belong to the Werribee Yalook (river), creeks, stars, hills and red clay of this Country. We pay respect to their Ancestors and Elders who always have, and always will, care for Country and community today and for future generations.





SECTION 2

Event Planning & Preparation

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Introduction



Wyndham City Council supports events that bring the community together while ensuring they are planned and delivered safely, responsibly and with consideration for the local community.

This Community Event Planning Guide has been developed to assist event organisers holding events within the City of Wyndham. It outlines Council requirements, regulatory obligations and practical considerations to help organisers plan, manage and deliver successful events.

The guide is designed for community groups, not-for-profit organisations, businesses, schools and event professionals, whether organising a small community gathering or a large-scale public event.

The guide is divided into four sections:

SECTION 1: Permits, Approvals & Legal Requirements

Provides information on Council permits, approvals and notifications that may be required for your event. It also outlines key legal and regulatory obligations, including licences, permits and approvals that may be required from external authorities.

SECTION 2: Event Planning & Preparation

Provides guidance on the planning and preparation required before your event, including budgeting, insurance, funding opportunities, venue selection, accessibility, sustainability, cultural protocols, marketing and event documentation.

SECTION 3: Event Operations & Logistics

Covers the operational aspects of delivering an event, including vendors, temporary infrastructure, utilities, signage, site planning, staffing, ticketing, amenities, waste management, traffic and parking management, and event evaluation.

SECTION 4: Safety, Risk & Emergency Management

Provides guidance on identifying, assessing and managing risks associated with events. It includes information on public safety, emergency planning, incident management and other measures to help ensure events are delivered safely and responsibly.

Event organisers are responsible for ensuring their event complies with all relevant legislation, permit conditions and safety requirements. Early planning is strongly encouraged to allow sufficient time for approvals, stakeholder consultation and risk management.

For further information or assistance, contact the Events team at Wyndham City Council

1300 023 411

events@wyndham.vic.gov.au

www.wyndham.vic.gov.au.


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NURSERY & GARDEN

Planning an Event

Planning is an important part of delivering a successful event. Good planning helps organisers understand what is required, identify potential risks, secure approvals, allocate responsibilities and create a positive experience for attendees, stakeholders and the wider community.

The amount of planning required will depend on the size, location and complexity of the event.

When planning an event, organisers should consider the following:

- **Purpose** – What is the event trying to achieve? For example, community connection, fundraising, celebration, education or promotion?
- **Target Audience** – Who is the event for? Consider who is likely to attend and the number of people you expect.
- **Event Size** – Expected attendance will influence venue requirements, permits, staffing, infrastructure and event costs.
- **Venue** – Is the venue suitable for the type and size of your event? Consider capacity, accessibility, amenities, parking and any site restrictions
- **Stakeholders** – Identify people and organisations involved in, or affected by, the event. This may include Council, emergency services, residents, businesses, sponsors, contractors, volunteers and community groups.
- **Timing** – Consider the event date, operating hours, and the time required for set-up (bump in) and pack-down (bump out).
- **Weather** – Weather can significantly affect outdoor events. Consider potential impacts and plan for adverse weather conditions.
- **Programming** – Think about the activities, entertainment and overall experience you want to create for attendees.
- **Safety and Risk** – Identify potential risks and consider how they will be managed. This may include crowd management, first aid, traffic management and emergency procedures.

Early planning can help avoid delays, reduce risks and ensure enough time is available to obtain any required permits, approvals and supporting documentation.

Wyndham City Council's Events Team can provide guidance on planning requirements and help identify any permits, approvals and documentation that may be required for your event.

A range of templates are available on the Event Planning page on our website:

Event Planning

Event Insurance

Public Liability insurance

Public Liability Insurance is strongly recommended for all events and is often required where members of the public are attending. It helps protect event organisers against claims arising from injury, property damage or other incidents that may occur as a result of the event.

Whether an event is held on Council land, other public land or private land, organisers must ensure their insurance cover is appropriate for the size, nature and activities of the event. As a guide, a minimum of $20 million Public Liability Insurance is commonly required for events and activities on Council land. A current Certificate of Currency may be required as part of the event application process or by the venue owner.

Depending on the event, additional insurance may also be required for contractors, stallholders, performers, food vendors and specific activities.

TIP: *Check insurance requirements early in the planning process and confirm any insurance requirements with Council, the venue owner, landowner or other relevant stakeholders. Contractors, performers, food vendors, market stallholders and other service providers must hold appropriate insurance for the activities they undertake. Event organisers should obtain copies of relevant Certificates of Currency where required.*

Product Liability insurance

Product Liability Insurance may be required where food, beverages, merchandise or other products are sold or supplied at an event. This insurance helps protect businesses and vendors against claims arising from injury, illness or damage caused by a product they have provided.

Food vendors, market stallholders and businesses selling products must ensure they hold appropriate insurance cover for their activities. For more information on insurance and compliance requirements for food vendors, refer to **Section 3 – Food Vendors and Exhibitors.**

WorkCover insurance

Organisations that employ staff may be required to hold WorkCover Insurance to provide support for workers who are injured or become ill as a result of their work. Event organisers who employ workers should ensure they understand and comply with their WorkCover obligations. Contractors, suppliers and service providers engaged for an event are also responsible for meeting any WorkCover requirements that apply to their business. Organisers should seek independent advice if they are unsure of their obligations.

TIP: *If your event is run entirely by volunteers and does not employ any staff, WorkCover Insurance may not apply. However, organisers should ensure appropriate insurance and risk management measures are in place for all event activities.*



Budget

An event budget outlines the expected income and expenses associated with delivering an event and is an important part of the planning process. Developing a budget involves estimating costs, identifying potential sources of income and planning how available funds will be used. A well-prepared budget helps event organisers manage finances responsibly and reduce the risk of overspending.

When preparing a budget, organisers should:

- Plan conservatively to minimise the risk of financial loss
- Make realistic assumptions about income and attendance
- Include a contingency amount to cover unexpected costs
- Review and update the budget regularly throughout the planning process

Budgets are typically prepared early in the planning stage and should be monitored before, during and after the event.

Common sources of event income may include:

- Ticket sales
- Fundraising activities and raffles
- Food vendors or market stallholder fees
- Sponsorship contributions
- Grant funding
- Donations
- Merchandise sales

Typical event expenses may include:

- Venue or site hire
- Permit and approval fees
- Staffing, contractor or volunteer expenses
- Equipment hire (including power, lighting and temporary infrastructure)
- Performer or entertainment fees
- Marketing and promotional costs
- Administrative and printing expenses
- Waste management services
- First aid services
- Catering or meal allowances
- Risk management measures
- Insurance costs

A template is available on the Event Planning page on our website:

Event Planning

Grants and Funding

Wyndham City Council offers a range of grants to support community-led events that promote community connection, participation and inclusion. Grant funding may assist with eligible event costs such as equipment hire, entertainment, marketing, accessibility initiatives and other event-related expense.

Community groups, not-for-profit organisations and eligible individuals are encouraged to explore available funding opportunities and review the eligibility criteria before applying.

For information or assistance with grant opportunities or eligibility requirements, contact Council's Grants team.

e funding@wyndham.vic.gov.au

w Wyndham City Community Strengthening Grants

TIP: *Organisers should allow sufficient time to prepare and submit applications and should not rely solely on grant funding when developing an event budget.*



Venue/Location

Selecting a suitable venue or location is a critical part of event planning and can influence event costs, capacity, accessibility and overall event operations.

When choosing a venue, organisers should consider hire fees, availability and any conditions that may have cost implications, such as security, cleaning, catering or staffing requirements.

The venue should be suitable for the type and size of the event, with enough space to comfortably accommodate the expected audience and associated activities. Existing facilities, including toilets, drinking water, power and waste services, should be assessed to determine whether additional infrastructure is required.

Accessibility is also an important consideration. Organisers should consider parking availability, public transport access, pedestrian access, delivery and service vehicle access, and the availability of accessible toilets and facilities.

Site visits should be undertaken early in the planning process to assess the suitability of the venue and identify any potential issues. Where appropriate, additional site inspections with key stakeholders may assist with event design, logistics and operational planning.

TIP: *Consider how weather conditions, noise impacts, emergency access, neighbouring properties and site restrictions may affect the event when selecting a venue.*



Sustainable Events

Delivering an event that considers sustainability and minimises impacts on the environment and community is an important part of responsible event planning. Sustainable practices can reduce waste, improve resource efficiency and create positive outcomes for attendees and the local community.

Sustainable events are also attractive to sponsors, grant providers and funding bodies, as they demonstrate responsible planning and community leadership.

When planning an event, organisers are encouraged to consider:

Area for Consideration	Considerations
Environment and Wildlife	• Minimise impacts from noise, lighting and other event activities. • Consider alternatives to fireworks where appropriate. • Avoid impacts on environmentally sensitive areas, wildlife habitats and conservation areas.
Supporting Local Industry	• Support local businesses, suppliers and service providers where possible. • Consider opportunities to showcase local products and services.
Power and Energy Use	• Minimise energy consumption where practical. • Consider fuel-efficient generators and other sustainable energy options.
Waste Prevention and Recycling	• Implement waste reduction, recycling and litter management measures. • Encourage vendors to minimise single-use plastics in line with Council policy. • Promote reusable items such as drink bottles and provide water refill stations where possible.
Sustainability Impact Consider	• Encourage public transport, walking, cycling, ride share or other sustainable travel options. • Purchase or hire items that are reusable, recyclable or made from recycled materials. • Minimise impacts on nearby residents and local wildlife through event design and operations. • Consider opportunities to donate surplus food where appropriate. • Include sustainability education or awareness activities as part of the event.

Event organisers are encouraged to consider sustainability throughout the planning process and identify practical measures that are appropriate for the size and nature of their event. Small changes can make a significant difference in reducing environmental impacts and creating positive outcomes for the community.

Further information and resources are available at:

Sustainability Victoria

Creating an Accessible Event

Creating an accessible event helps ensure everyone can participate, feel welcome and enjoy the experience. Accessible events support inclusion and help strengthen community connections. In Wyndham, around 20% of residents live with a disability, making accessibility an important consideration when planning an event.

Accessibility is about ensuring dignity, respect and equal participation.

When planning your event, consider the following:

- **Signage and promotion:** Use clear, easy-to-read signage and communication materials with good colour contrast and accessible formats where possible.
- **Communication:** Consider accessibility requirements such as Auslan interpreters, captions or other communication supports where appropriate.
- **Seating:** Provide accessible seating options with good viewing opportunities for attendees.
- **Quiet spaces:** Consider providing a quiet or low-sensory area where people can take a break from noise and crowds.
- **Access and pathways:** Ensure pathways are safe, clear and accessible. Temporary matting may be required on grassed or uneven surfaces.
- **Transport and parking:** Choose locations with accessible parking, drop-off areas and public transport options where possible.
- **Facilities:** Ensure accessible toilets are available and consider temporary ramps or other accessibility measures where required.
- **Vendors and activities:** Encourage vendors, exhibitors and activity providers to consider accessibility and inclusion in the services they provide.

Planning for accessibility benefits everyone and helps create a welcoming event for the whole community.

Visit our website to download an example accessibility checklist:

Event Planning





Aboriginal and Torres Strait Islander Cultural Protocols

Wyndham City Council encourages event organisers to recognise and celebrate the rich cultures, histories and ongoing contributions of Aboriginal and Torres Strait Islander peoples.

Organisers are encouraged to consider appropriate cultural protocols when planning events, particularly for significant community events, festivals and events that involve broad community participation.

Event organisers encouraged to identify the Traditional Owners of the land on which their event is being held and consider incorporating an Acknowledgement of Country or Welcome to Country where appropriate. Wyndham is located on the traditional lands of the Bunurong and Wadawurrung Peoples. Organisers can refer to Wyndham's Aboriginal Culture and History webpage for information on Traditional Owner boundaries, local Aboriginal history and cultural protocols.

Welcome to Country

A Welcome to Country is a formal welcome delivered by a Traditional Owner or Aboriginal Elder and acknowledges the cultural significance of the land on which an event takes place.

A Welcome to Country may be considered for major events, significant occasions, festivals, conferences or events attended by dignitaries and large audiences.

Requests for a Welcome to Country should be made well in advance of the event to allow sufficient time for consultation and arrangements.



Acknowledgment of Country

An Acknowledgement of Country is a way of showing respect to the Traditional Owners of the land and can be delivered by anyone.

An Acknowledgement of Country may be included at the beginning of an event, in speeches, presentations, programs, promotional material or event signage.

An Acknowledgement of Country should recognise the Traditional Owners of the land on which the event is being held. As Traditional Owner groups vary across Wyndham, event organisers are encouraged to confirm the appropriate wording before their event.

A suggested Acknowledgement of Country is:

(Insert Organisation/Event Name) acknowledges the **Bunurong or Wadawurrung** (delete as required) Peoples as the Traditional Owners of the lands on which we gather today. We pay our respects to their Elders past and present, and acknowledge their continuing connection to Country, culture and community.

Engaging Aboriginal and Torres Strait Islander communities

Where appropriate, event organisers are encouraged to engage Aboriginal and Torres Strait Islander businesses, artists, performers, speakers, sporting groups and community organisations as part of event planning and delivery.

This can help create meaningful opportunities to celebrate culture, share stories and strengthen community connections.

Cultural Performances and Activities

Events may include cultural performances, workshops, art, storytelling, dance, music or other activities that celebrate Aboriginal and Torres Strait Islander cultures.

Organisers should ensure that any cultural content is developed and delivered respectfully and, where possible, in consultation with Aboriginal and Torres Strait Islander peoples or organisations.

Further Information: For advice on Aboriginal and Torres Strait Islander cultural protocols, including the appropriate Traditional Owner group for your event location, event organisers can contact the Wyndham City Council Events team.



Planning Documents & Templates

The following resources are available to download from our website as a guide to assist with event planning. Event organisers remain responsible for ensuring all planning, approvals, risk assessments and safety measures are appropriate for their specific event.

- Event Brief
- Budget
- Event Task list
- Site Plan
- Production Schedule (including bump and out)
- Risk Assessment
- Emergency Management Plan
- Accessibility checklist
- Event Debrief

Visit our website to download the document templates:

Event Planning

Marketing & Promotion

Effective marketing helps raise awareness of your event, attract attendees and communicate important information to the community. Marketing activities may include event branding, social media promotion, advertising, signage, website listings, media releases and partnerships with local organisations.

Developing a Marketing Plan can help identify your target audience, key messages, promotional activities, budget and timelines. A clear marketing approach can assist in achieving attendance and engagement goals.

You can submit your event to Council's What's On page

Submit Your Event

TIP: *Start promoting your event early and ensure event information is accurate, up to date and consistent across all communication channels.*

Inviting Mayor, Councillors and MPs

Inviting Wyndham City Mayor & Councillors

Event organisers wishing to invite the Mayor or Councillors to attend an event must submit a request through Wyndham City Council's Councillor Invitation Form

To assist with the invitation, provide details including the event date, time, location, purpose of the event and whether a speaking role, presentation or formal acknowledgment is requested. Organisers should also include a contact person and any relevant event information, such as parking or access arrangements.

Invitations should be submitted as early as possible, preferably at least 10 business days before the event, to allow time for consideration and scheduling.

W Councillor Invitation Form



Inviting Members of Parliament (MPs)

Consider inviting Local, State and Federal Members of Parliament where the event has received government funding, is of significant community importance, involves an official opening or announcement, or provides an opportunity to recognise government support. Invitations should be issued well in advance, particularly where a speaking or ceremonial role is requested.



Event Contacts and Links

The following contact details will be useful in helping you as the event organiser.

Organisation	Contact Number	Website
Ambulance Victoria	1800 765 731	www.ambulance.vic.gov.au
APRA – Australasian Performing Right Association	03 9426 5200	www.apraamcos.com.au
Bureau of Meteorology (BOM)		www.bom.gov.au
CFA – Country Fire Authority		www.cfa.vic.gov.au
Consumer Affairs Victoria		www.consumer.vic.gov.au
Department of Transport & Planning	03 9655 6666	www.vic.gov.au/department-transport-and-planning
Energy Safe Victoria	1800 652 563	www.esv.vic.gov.au
Environment Protection Authority (EPA)	03 9695 2777	www.epa.vic.gov.au
FoodTrader		https://foodtrader.vic.gov.au/
Liquor Control Victoria (LCV) (if you plan to serve and sell alcohol)	1300 182 457	www.vic.gov.au/liquor-control-victoria
OneMusic Australia (Music licensing)	1300 162 162	www.onemusic.com.au
Parks Victoria	13 1963	www.parks.vic.gov.au
Victoria Police	03 9247 5714	www.police.vic.gov.au
Victoria SES	132 500	www.ses.vic.gov.au
Victorian Gambling & Casino Control Commission	1300 599 759	www.vgccc.vic.gov.au
Working with Children Checks	1300 652 879	www.workingwithchildren.vic.gov.au
WorkSafe	1800 136 089	www.worksafe.vic.gov.au

Wyndham City Contacts

	Contact Number	Website
Wyndham City	1300 023 411	www.wyndham.vic.gov.au
Building Services - Occupancy Permit for a Place of Public Entertainment (POPE) or Siting Approval		buildingenquiries@wyndham.vic.gov.au
Events in Council Open Spaces		open.spaceevents@wyndham.vic.gov.au
Events Team		events@wyndham.vic.gov.au
Environmental Health (FoodTrader)		ehadmin@wyndham.vic.gov.au
Film Wyndham		Film@wyndham.vic.gov.au
Grants Team		funding@wyndham.vic.gov.au
What's On Page		www.wyndham.vic.gov.au/events-experiences/submit-your-event
Traffic Team		TrafficConcerns@wyndham.vic.gov.au
Town Planning		Statplanning@wyndham.vic.gov.au





For more information visit

www.wyndham.vic.gov.au/event-planning

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