

### A guide to event impact categories for events on Council owned and managed land.

Events are categorised based on their impact. The category of the event will assist in determining:

- approval pathways and requirements
- usage fees and bonds
- public notification requirements
- any additional documentation you may need to provide with your application.

*Note: Not all events will fit neatly under one category. In this instance, the categories are to be used as a guide and any decisions on requirements remain at the discretion of Council.*

Category	Major Event (high impact)	Destination Event (medium impact)	Community Event (low impact)	Civic Event
Size and scale	<ul style="list-style-type: none"> <li>• Predict between 2,000 – 8,000 people<sup>1</sup>.</li> <li>• Target of 50% out of area visitation.</li> </ul>	<ul style="list-style-type: none"> <li>• Predict more than 300 people.</li> <li>• Target of 35% out of area visitation.</li> </ul>	<ul style="list-style-type: none"> <li>• 50 - 90% + local attendees.</li> <li>• Free or low cost.</li> <li>• Less than 300 persons.</li> </ul>	<ul style="list-style-type: none"> <li>• Always free and inclusive for the entire community.</li> </ul>
Community benefit	<ul style="list-style-type: none"> <li>• Reflect and enhance the character and culture of the region.</li> <li>• Generate social capital.</li> <li>• Engage with the local tourism industry.</li> <li>• Engage with the local community.</li> <li>• May add to community capacity.</li> </ul>	<ul style="list-style-type: none"> <li>• Reflect and enhance the character and culture of our area.</li> <li>• Generate social capital.</li> <li>• Engage with the local tourism industry.</li> <li>• Engage with the local community.</li> </ul>	<ul style="list-style-type: none"> <li>• Reflect and enhance the character and culture of our area.</li> <li>• By the community for the community.</li> <li>• Engage local businesses and community.</li> </ul>	<ul style="list-style-type: none"> <li>• Reflect the character and culture of our area.</li> </ul>
Food and liquor	<ul style="list-style-type: none"> <li>• May have more than ten food vendors.</li> <li>• May be licensed to serve alcohol<sup>2</sup>.</li> </ul>	<ul style="list-style-type: none"> <li>• May have up to ten food vendors.</li> <li>• May be licensed to serve alcohol.</li> </ul>	<ul style="list-style-type: none"> <li>• No more than two mobile food vendors.</li> <li>• No alcohol.</li> </ul>	<ul style="list-style-type: none"> <li>• No more than one mobile food vendor.</li> <li>• No alcohol.</li> </ul>

<sup>1</sup> Maximum capacity will be determined by Council staff upon application and on a case-by-case basis.

<sup>2</sup> A [liquor licence](#) will be required and conditions may be imposed in relation to security and delineation of the area

<b>Community disruption</b>	<ul style="list-style-type: none"> <li>• May run for up to ten hours on single or multiple days.</li> <li>• May operate (including bump-in and out) between 7.30am - 10.00pm Friday and Saturdays and between 8.00am - 9.00pm Sunday-Thursday.</li> <li>• May involve amplified noise<sup>3</sup>.</li> <li>• May book up to five bump-in, bump-out days.</li> <li>• Permits will allow occupation up to 60% of a reserve for up to 3 days.</li> <li>• Licence applications may allow up to 60% of a reserve for greater than 3 days.</li> <li>• May have complex infrastructure (eg. large stage, marquees).</li> <li>• May have traffic disruptions or include the use of a road or carpark, and possibly include road closures.<sup>4</sup></li> <li>• May require minor public transport disruptions.</li> </ul>	<ul style="list-style-type: none"> <li>• May operate (including bump-in and out) between 8am – 8pm.</li> <li>• 3 days or less in duration.</li> <li>• May have one day either side for bump-in and out.</li> <li>• May include some minor road closures.</li> <li>• May include minimal infrastructure (occupying less than 60% of reserve or less than 300m<sup>2</sup>).</li> <li>• Does not involve any high-risk activities.<sup>5</sup></li> </ul>	<ul style="list-style-type: none"> <li>• Held between 8am – 6pm.</li> <li>• Having low or no amplified sound (&lt;500 watts RMS).</li> <li>• No traffic disruption.</li> <li>• Limited infrastructure with a footprint less than 100m<sup>2</sup>m and no marquees larger than 3x3.</li> </ul>	<ul style="list-style-type: none"> <li>• Negligible.</li> </ul>
<b>Economic Impact</b>	<ul style="list-style-type: none"> <li>• Between \$600,000 - \$1M economic impact from year 3 of the event or as a one-off event.</li> <li>• Full capacity of beds/ OVE across the LGA.</li> </ul>	<ul style="list-style-type: none"> <li>• Between \$50,000 and \$1M economic impact from year 3 of the event.</li> <li>• Full capacity of beds/ OVE across the LGA.</li> </ul>	<ul style="list-style-type: none"> <li>• Negligible measurable economic impact.</li> <li>• Typically a not-for-profit entity.</li> </ul>	<ul style="list-style-type: none"> <li>• Negligible.</li> </ul>

<sup>3</sup> A Noise Management Plan (NMP) will need to be submitted to Council, documenting how noise pollution will be managed and how compliance with the Environmental Protection Act 1997, Environmental Protection Regulation 2005 and other applicable standards will be assured.

<sup>4</sup> Road closures – A Traffic Management Plan will be required and submitted to Council at least two months before any proposed closure.

<sup>5</sup> High-risk activities Include fireworks/pyrotechnics, amusement rides, or any classified activity that may endanger attendees or the environment.

<b>Brand profiling for Kiama</b>	<ul style="list-style-type: none"> <li>National and State media exposure.</li> <li>Distinct engagement or enhancement opportunities.</li> <li>5,000+ followers on social media.</li> <li>May enhance the culture of the region.</li> <li>Destination Kiama profiling and image enhancement.</li> </ul>	<ul style="list-style-type: none"> <li>Regional media coverage.</li> <li>Possible State media coverage.</li> <li>Enhancement opportunities.</li> <li>1,000+ followers on social media.</li> <li>Destination Kiama profiling and image enhancement.</li> </ul>	<ul style="list-style-type: none"> <li>Local or sector specific media coverage.</li> <li>Active social media channels.</li> <li>Provide community social value.</li> <li>Builds local cultural capacity, cultural innovation, and community wellbeing.</li> </ul>	<ul style="list-style-type: none"> <li>For the citizens.</li> <li>Relating to the duties or activities of people in relation to their town, city, or local area.</li> <li>Community engagement.</li> </ul>
<b>Sustainability</b>	<ul style="list-style-type: none"> <li>Ability to attract more than \$20,000 event sponsorship. OR Ability to attract more than \$20,000 State Government Support.</li> <li>Demonstrate a sustainable business model.</li> </ul>	<ul style="list-style-type: none"> <li>Ability to attract \$1,000 - \$20,000 event sponsorship OR Ability to attract up to \$20,000 State Government Support OR Ability to attract support/sanctioning/ Value In-Kind from National Body</li> <li>Demonstrate a sustainable business model.</li> </ul>	<ul style="list-style-type: none"> <li>Event strongly supported by the community (with evidence)</li> <li>Stable local sponsors</li> <li>Working budget that shows profit/loss</li> <li>Evidence of growth in financial proficiency (eg. ticketed events, sponsorship growth, broadening concept)</li> </ul>	<ul style="list-style-type: none"> <li>Councillor and Citizen support</li> </ul>
<b>Risk</b>	<ul style="list-style-type: none"> <li>May require the entry of vehicles onto Council property.</li> <li>May involve 'high-risk activities' such as amusement rides or fireworks/pyrotechnics<sup>6</sup>.</li> </ul>	<ul style="list-style-type: none"> <li>May require the entry of vehicles onto Council property.</li> <li>May include low risk amusement rides such as jumping castles.</li> <li>No categorized high-risk activities.</li> </ul>	<ul style="list-style-type: none"> <li>No categorized high-risk activities.</li> </ul>	<ul style="list-style-type: none"> <li>No amusement rides or at risk activities</li> </ul>

<sup>6</sup> A high-risk activity application form will be required, along with the necessary approvals from NSW SafeWork.

<b>Example of event</b>	<ul style="list-style-type: none"> <li>• Changing Tides Festival</li> <li>• Cleary Music and Arts Festival</li> <li>• World Junior Surfing Championship</li> <li>• Red Hot Summer Tour</li> <li>• Triathlons or major sporting competitions</li> <li>• Public events such as NYE</li> </ul>	<ul style="list-style-type: none"> <li>• Kiama Rugby Sevens</li> <li>• Kiama Beach Tag</li> <li>• KISS Arts Festival</li> <li>• SurfLife Music Festival</li> <li>• Includes business and corporate events</li> <li>• Folk by the Sea</li> </ul>	<ul style="list-style-type: none"> <li>• Kiama Jazz and Blues Festival</li> <li>• Charity walks and runs</li> <li>• Pet shows / events</li> <li>• Simple motor vehicle displays</li> </ul>	<ul style="list-style-type: none"> <li>• Australia Day celebrations</li> <li>• Sporting clinics</li> <li>• Art exhibitions</li> <li>• Awards Ceremonies</li> <li>• Citizenship Ceremonies</li> </ul>
<b>Venue</b>	Major site only.	Major or General site only.	Various halls and Minor sites.	Various halls and Minor sites.
<b>Council workflow</b>	<ol style="list-style-type: none"> <li>1. Tourism and Events Team (event concierge approach).</li> <li>2. Licencing and permits.</li> <li>3. May apply for Destination Event Funding.</li> </ol>	<ol style="list-style-type: none"> <li>1. Tourism and Events Team (event concierge approach).</li> <li>2. Licencing and permits.</li> <li>3. May apply for Destination Event Funding.</li> </ol>	<ol style="list-style-type: none"> <li>1. Community and Cultural Department</li> <li>2. Licencing and permits</li> <li>3. May apply for Community Event Funding.</li> </ol>	<ol style="list-style-type: none"> <li>1. Office of the CEO or Customer Service</li> <li>2. Licencing and permits</li> </ol>
<b>Council support/funding</b>	\$6,000 +	\$1,000 to \$10,000 (includes in-kind and cash contributions)	\$1,000 to \$10,000 (includes in-kind and cash contributions)	<ul style="list-style-type: none"> <li>• In-kind only for external events</li> <li>• KMC budget for internal events</li> </ul>
<b>Lead time required</b>	Eight months prior to the event <sup>7</sup>	Six months prior to the event <sup>8</sup>	Four months prior to the event.	At least month prior to the event.

<sup>7</sup> Resident and police notification is required. Events of more than three days duration require a 28 day public notification.

<sup>8</sup> Resident notification may be required.