



# HUME CITY COUNCIL **SUSTAINABLE EVENT GUIDELINES**

For more information please visit  
**[www.hume.vic.gov.au](http://www.hume.vic.gov.au)**  
f @ Follow us at @humeevents







# HUME CITY COUNCIL SUSTAINABLE EVENT GUIDELINES

## 1. Introduction

1.1. Environmental sustainability relies on the combined efforts of individuals, organisations and groups – including community groups, businesses and Council – working together to ensure that the natural environment is protected, natural resource use is kept to a minimum, sustainable products and practices are promoted and demonstrated, and environmental impacts reduced.

1.2. Hume City Council is committed to integrating environmental considerations into all Council events, festivals and community activities, as outlined in its *Pathways to Sustainability Framework (2015-2019)*.

1.3. The *2019 Sustainable Event Guidelines* were developed to better support event organisers who are planning, approving, participating in or attending events and festivals within Hume City to consider environmental sustainability and implement appropriate actions.

## 2. Purpose

2.1. The guidelines call for consideration of sustainable practices and products when planning, approving, participating in or attending events and festivals within Hume City. It includes requirements for asset protection, a waste and recycling plan and an environment plan that considers transport, water energy use and communications.

2.2. It aims to ensure all event organisers develop an effective and achievable Sustainable Event Plan. Minimum requirements will be expected to be met that demonstrate a Reduce, Reuse and Recycle commitment, while a further commitment to implement sustainable event management practices will be favourably regarded.

2.3. The guidelines are designed to not be cost prohibitive to event organisers, especially the community, but rather guide and encourage consideration of sustainable practices that are effective and achievable.

## 3. Scope

3.1. The guidelines can be applied to events and festivals held within Hume City (see definitions). The primary focus will be on events and festivals hosted on council land or within council assets and managed, sponsored or financially supported by Hume City Council.

3.2. While the guidelines will not be enforceable if an event is on private land, event organisers will be strongly encouraged and advise offered to adopt sustainable practices and products as part of their consultation with Hume City Council.

## 4. Objective

4.1. To minimise impact on the natural environment, reduce waste and use of natural resources through a commitment to Reduce, Reuse and Recycle;

4.2. To encourage responsibility in delivering low environmental impact events and festivals that promote recyclable products and demonstrate sustainable practices.

## 5. Implementation

5.1. Numerous celebrations, events and festivals are hosted in Hume City every year – either organised by Council, businesses or community groups. From school fetes to carnivals, firework displays, and multi-cultural celebrations, events and festivals offer the opportunity for people of all ages and interests to come together.

5.2. The guidelines provide information on the key elements to improve environmental sustainability when planning an event. Under the guidelines, event organisers are required to provide a Sustainable Event Plan that will be attached to the event application and will be one of the conditions expected to be met to gain approval for an event on Council land.

5.3. Event applications that are submitted without a Sustainable Event Plan may not be considered by Council officers.

5.4. To assist event organisers to develop their Sustainable Event Plan, a template is available (see attached). Minimum requirements will be expected to be met that demonstrate a Reduce, Reuse and Recycle commitment, while a further commitment to implement sustainable event management practices will be favourably regarded.

5.5. If a minimum requirement cannot be met for any reason, it can be replaced by one or more additional requirements subject to discussions on the event application.

5.6. Any costs incurred to remove waste or implement the waste plan will be at the expense of the event organiser. The site condition will be inspected by Council officers pre and post event, and if applicable, costs will be deducted from the event bond paid prior to approval.

**At the 2019 Craigieburn Festival, 731 litres of water was consumed via the mobile drinking fountain - the equivalent of 1,218 600ml plastic bottles!**

### **5.7.1 Minimum requirements of a Sustainable Event Plan include:**

- Provide clearly marked waste disposal bins for recyclables, organic waste and waste to landfill
- Ensure that the event site is left litter free and the site is returned to pre-event condition
- Encourage through advertising, and where practical provide incentives for, attendees to bring their own drink bottles, reusable coffee cups and reusable bags
- Promote onsite water fountains and drinking taps to encourage refilled bottled water. Refill signage can be hired from council and fee refunded when signage returned.
- Avoid plastic single-use cutlery and accompanying plastic packaging
- Ensure vendor recyclable packaging is disposed of in recyclable area
- Commit to no plastic straws
- Commit to the use of ecofriendly toilet paper
- Avoid event material or decorations damaging trees or vegetation
- Commit to not distributing single use plastic bags
- Commit to no plastic packaging for promotional purposes
- Ensure balloons are not released at Council events and in Council managed reserve.

### **5.7.2 Additional actions of a Sustainable Event Plan, can include:**

- Re-use of event materials where possible (including event signage, promotional banners and flags)
- Avoid single-use decorations
- Avoid the use of stalls that promote single use novelty items
- Sustainable cleaning and food serving practices for events over one day; vendor cleaning stations with a removable silage for grey water to be available
- Where practicable, food vendors are encouraged to serve their meals on reusable crockery
- Use environmentally friendly cleaners and cleaning utensils
- Use an organics collection service for vendor perishables
- Promote Be Water Wise message
- Where drinking fountains are not available, consider hiring a mobile fountain – especially for events and festivals held during the warmer months
- Where possible, hold events at locations that enable sustainable and active transport options
- Encourage attendees to travel via public transport, cycling or walking
- Use Travel Smart Maps that show walking, cycling and public transport routes including locations for public transport ticketing in event promotions
- Where possible provide secure bicycle parking at key entrances to events, especially those events that are expected to attract more than 1000 people
- Promote car-pooling, cycling, use of public transport or shuttle buses
- Where practical, consider introducing a reduced-carbon event via use of solar power lights
- Encourage activities that educate and guide the event audience on plastic-wise practices including promoting re-usable bags and drink bottles
- Program roving performers, guest speakers, stall holders, prizes or incentives that encourage attendees to participate in and learn about sustainable practices
- Incorporate information about sustainability features into all key event promotional material.

**If you would like any more information regarding our Sustainable Event Guidelines, please call Hume City Council's Festivals and Event team on 9205 2200.**



## 6. Definitions and Abbreviations

There are many different types of events that could be considered under this policy. The following definitions are included to ensure clarity of implementation:

6.1. **Event** – a planned celebration, commemoration or other occasion that is expected to attract both an audience and participants. Events can be public, private, commercial or corporate. Crowd sizes can range from 1 – 100, 100 – 500 people (small event); 500 – 5000 people (large event) or more than 5000 people (major event).

Hume City Council's events are categorised, under its Events Strategy, as follows:

### Category 1: Social Justice and Inclusion and Work of Council

Events in the category enhance community inclusion and social justice. They include events that fulfil the day-to-day work of Council, and are often organised by Council Staff

### Category 2: Places, Spaces and Liveability

Events in this category express and celebrate cultural identity and spaces. They promote the liveability of growth areas, establish communities along with renewal locations. These events are often held for people within the local area.

### Category 3: Promoting Hume

Events in this category showcase the economic and/or tourism aspects of the municipality. They have a business element, to market Hume City Council wider a field, and are often events that attract high profile attendees such as Ministers and key developers.

6.2. **Festival** – a planned celebration that is held over several hours (or days) that offers a range of activities for participants. Can include a concert, an event with stallholders, hosting an out door movie, include carnival rides or displays.

6.3. **Activation** – a planned event whereby an idea, consultation, policy or program becomes operative or active.

6.4. **Launch** – the first opening of a new building, service or program

6.5. **Exhibition** - a collection of materials for public display and viewing (for example an art or photo exhibition)

## 7. Related Documents

- *Pathways to Sustainability Framework 2015 - 2019*
- Live Green Plan
- Land & Biodiversity Plan
- Sustainability Leadership Action Plan
- Integrated Water Management Plan
- Climate Change Adaptation Plan
- Greenhouse Action Plan
- Litter Management Strategy
- Waste Management Strategy
- Sustainable Event Plan Template

## 7. Acknowledgement

8.1. Council acknowledges that we are on Gunung-Willam-Balluk land. The Gunung-Willam-Balluk of the Wurundjeri were the first and original people of this land.

## Hume City Council

1079 Pascoe Vale Road, Broadmeadows  
PO Box 119, Dallas, Victoria 3047  
Telephone 9205 2200 Facsimile 9309 0109

### Customer Service Centres

Open Monday to Friday  
8am–5pm

**Broadmeadows**  
1079 Pascoe Vale Road

**Craigieburn**  
75-95 Central Park Avenue

**Sunbury**  
40 Macedon Street

[contactus@hume.vic.gov.au](mailto:contactus@hume.vic.gov.au)  
[www.hume.vic.gov.au](http://www.hume.vic.gov.au)

## HumeLink

Hume City Council's  
multilingual telephone information service.  
**General enquiries: Telephone 9205 2200**

للمعلومات باللغة العربية	9679 9815
معلومات باللغة البوسانية	9679 9809
Za informacije na bosanskom	9679 9816
Za informacije na hrvatskom	9679 9817
Για πληροφορίες στα ελληνικά	9679 9818
Per avere informazioni in italiano	9679 9819
За информације на српском	9679 9820
Para información en español	9679 9821
Türkçe bilgi için	9679 9822
Muốn biết thông tin tiếng Việt	9679 9823
For other languages...	9679 9824

