

MOSMAN GUIDE TO SUSTAINABLE EVENT MANAGEMENT: PART B. EXTERNAL EVENTS

1.0 Introduction

The Mosman Sustainable Event Management Policy and this accompanying Guide to Sustainable Event Management applies to all events with fifty or greater participants held at Council venues or on public land managed by Council within the Mosman Local Government Area.

Sustainable event management can provide a number of benefits as provided below:

- Costs savings - conserving energy and water, reducing waste, and purchasing local products can result in cost savings. Though initial costs of sustainable products may be more expensive, applying sustainability principles can reduce costs in the long-term.
- Positive reputation – viewed as leading by example and demonstrating commitment to achieving sustainability principles.
- Education – provides an opportunity to raise awareness amongst service providers, participants and the local community, which may foster more sustainable behaviour, and create motivation for others to change their own business functions/processes.
- Social / Economic – increase opportunities for community involvement, volunteering and charities, provide work for local/regional service providers/suppliers, and create market demand for sustainability best practice.

2.0 Sustainable Event Management Guide

This Guide has been developed to assist in the completion of the Sustainable Event Management Plan, and provide further awareness of the mandatory inclusions that must be complied with as well as the preferred alternatives and the sustainability aspects that should be considered in the planning, management and implementation of an event within the scope of the Mosman Sustainable Event Management Policy.

This Guide includes the template for the Sustainable Event Management Plan which is required to be submitted to Council with an event booking/special event application form.

3.0 Preferred Suppliers – Sustainable Products

In order to ensure that those responsible for planning and implementing events meet the mandatory inclusions, preferred alternatives and other sustainability principles, and are able to source sustainable products/materials/supplies, Council can provide information on sustainable products and a preferred suppliers list. Other information on sustainable products/supplies can be found at: www.lgsa-plus.net.au/sustainablechoice

4.0 Pre- Event Planning

Pre-event planning incorporates planning, training, and contract/supply management prior to the event to ensure sustainability principles have been considered and incorporated, where possible, into the planning and management of the event. The pre-event planning stage is broken down into categories including; i) Mandatory Inclusions and preferable alternatives ii) Venue, iii) Transport, iv) Water & Energy, v) Waste Management, vi) Equipment, Supplies and Products, vii) Event Promotion and Materials, viii) Catering, and ix) Training / Awareness.

Pre-event planning should include the selection of a venue, catering and equipment/suppliers based on sustainability considerations, how the event will be marketed and promoted, the training/education that will be provided to staff/volunteers, the use of resources prior to, during, and after the event, the waste management facilities and cleaning services required during and post-event, how the event will be contributing socially and economically, and procedures that need to be put in place to ensure compliance with the Mosman Sustainable Event Management Policy.

In the planning stage of an event there must be a strong level of awareness of the mandatory inclusions and preferred alternatives that your event must comply with. These are provided below:

4.1 Mandatory Inclusions

- Promotional materials are to be printed on recycled paper (80-100% post-consumer recycled content).
- All cups / plates / napkins / cutlery purchased, used, and distributed at the event must be made from recycled / recyclable / reusable / biodegradable and/or compostable materials.
- Plastic bags are not to be used / given away during events, alternative products should be used.
- Balloons are not to be released into the environment before during or after any event.

Note: Balloons may be used as decoration both at indoor and outdoor events as long as they are adequately weighted and/or secured, and are not released into the environment.

Tip: Place a raffle ticket, lucky door prize, lollies, or small toys inside the balloons to provide added incentive for deflating/popping balloons at the end of an event.

Alternatives to balloons for use at events may include:

- * Bubbles in small reusable bottles for children's events
- * Hand held pin wheels (can be made from reused/recyclable materials)
- * Stickers / tattoos
- * Piñata's
- * Face painting
- * Airdancers or similar
- * Decorations such as paper lanterns, streamers, Eco confetti shapes, colourful LED lighting
- * Reusable signage / banners/ flags

4.1.1 Preferred Alternatives

Event organisers are strongly encouraged to consider the following preferred alternatives:

- Where products such as tea and coffee, hot chocolate and/or chocolate are to be provided at events, the use of Fair trade products are preferred.
- Encourage event participants to bring their own reusable water bottle to the event
- Provide alternative water sources in lieu of giving away or selling plastic water bottles.

Alternative water sources could include:

- * Providing pitchers of water for smaller meetings/workshops/events.
- * Glass bottles (still water/mineral water) where appropriate.
- * Water stations set up with water containers or water trailers.
- * Use of bubblers or water bottle refill stations, if available at the event venue.

Where there are valid reasons for alternatives not to be used (i.e. specific sporting events, safety reasons), the event organiser/individual must ensure that sufficient recycling bin facilities and adequate signage are provided for the appropriate disposal of plastic water bottles for recycling.

4.2 Venue Selection

The event venue can dictate how an event is run and how attendees can access an event. In the first instance, consider whether tele-conferencing or web-based conferencing can be utilised to negate the need for an event to be hosted at a specific venue. If these technologies cannot be utilised, and a venue must be selected, consideration needs to be given to the event requirements in order to select the right venue, for example will it be an indoor or outdoor event?, what size venue is required given the number of attendees?, is the venue located within close proximity to

public transport?, does the venue have in place water/energy conservation measures?. Once these questions have been answered a venue can be selected.

Primary event venues available to book through Council for external events may include:

- The Seniors Centre
- The Art Gallery (Grand Hall, Melody Room, Harmony Room)
- The Drill Hall / Sports Centre
- Ovals, parks, beaches and reserves (E.g. but not limited to, Balmoral Oval and Reserve, Clifton Gardens Reserve, Chinamans Beach/Rosherville Reserve, Little Sirius Cove, Allan Border Oval, Mosman Square, The Spit Reserve, Rawson Oval, Middle Head Oval).

All Council managed facilities are covered by Council's Environmental Sustainability Policy.

4.3 Transport

Transport is the largest contributor to greenhouse gas emissions for events. Sustainable transport options should be considered when planning and implementing an event.

In the first instance, consider whether tele-conferencing or web-based conferencing can be utilised to negate the need for travel to an event. If these technologies cannot be utilised, consideration needs to be given to the proximity of the event to sustainable transport options, the timing of the event with respect to ease and safety of public transport use, as well as the promotion of sustainable transport options to event attendees prior to the event.

Useful information on sustainable transport can be found on Council's website at:

<http://www.mosman.nsw.gov.au/mosman/transport/public-transport>

or at <http://www.transportnsw.info/>

4.4 Water and Energy

An event may increase the water and energy consumption at the selected venue/event site. Every attempt should be made to encourage event attendees to conserve water and energy, and consideration should be given to the use of water and energy in the planning and clean up phase of the event as well as during the event. Consideration could also be given to offsetting an event in terms of energy consumption and travel.

Useful information can be found at the following links:

www.greenpower.gov.au

<http://www.sydneywater.com.au/index.cfm>

<http://www.savewater.com.au/>

<http://www.environment.nsw.gov.au/>

www.livinggreener.gov.au

4.5 Waste Management

Waste management is an extremely important component of any event. All events generate waste, the amount of waste is dependent on measures put in place to minimise waste to landfill and maximise resource recovery. The following waste hierarchy should be applied to waste management for events:

1. Avoid
2. Reduce
3. Reuse
4. Recycle
5. Dispose to landfill

Useful information can be found at the following links:

<http://www.mosman.nsw.gov.au/residents/waste/a-z-waste-disposal>

<http://www.resource.nsw.gov.au/warr/publicrecycling.htm>

4.6 Equipment, Supplies and Products

It is important to consider the type of equipment, supplies, and products you will be required to purchase/hire and provide at the event in terms of its impact on the environment, product lifecycle and sustainability criteria, to ensure sound sustainable purchasing decisions.

Prior to purchasing equipment, products and supplies the following questions should be asked:

1. Is the item really necessary in the running of the event – can I do without it?
2. Where has the item been made and sourced from?
3. What is the item made of?
4. What is the level of packaging on the item?
5. Can the item be recycled or reused after the event?
6. How will the item be disposed of at the end of its life?

Helpful information may be found at the following link:

www.lgsa-plus.net.au/sustainablechoice

4.7 Event Promotion & Materials

Promotion of an event can use a significant amount of renewable and non-renewable resources, and generate waste. Utilising sustainability principles in the planning and implementation phases of event promotion will minimise environmental impacts from waste generation, water and energy consumption and emission of greenhouse gases.

Event promotion should be planned well in advance of the event through the development of a promotions plan or similar. The following questions should be asked prior to event promotion:

1. Who is the event audience?
2. Can the event be promoted via electronic means only (website/e-mail/twitter/facebook)?
3. Can an online booking system be utilised with e-mail or sms to confirm bookings?
4. For ticketed events – can an electronic ticketing system be utilised?
5. Are printed brochures / posters necessary to promote the event?
6. Will materials be printed on post-consumer recycled paper (80-100%)?
8. If the event is being run more than once can signage / posters be reused?
9. Are prizes / showbags / giveaways necessary?
10. What sustainability message should be provided on all promotional materials?

4.8 Catering

When catering for an event, sustainability aspects such as waste, transport, greenhouse gas emissions/foodmiles, health, animal welfare and ethics should be considered.

In planning catering for the event the following needs to be asked:

1. Who will be catering – does the company/caterer have sustainability credentials?
2. Will specific dietary requirements be met, and can the caterer provide vegetarian, vegan, free-range, and/or ethical options?
3. How many people need to be catered for?
4. How far has the food travelled to reach the event (foodmiles)?
5. Will organic food be used?
6. Will the food be pre-packaged or will it be made fresh onsite?
7. Will methods be used to reduce waste being generated?
7. How will food waste be managed at the end of the event?
8. Has the caterer been informed of the requirement for ethical and sustainable catering as per the Sustainable Event Management Policy?
9. Where will sustainable catering supplies be sourced from?

Useful information can be found at the following links:

<http://www.choosewisely.org.au/>

<http://www.sustainableseafood.org.au>

www.fairtrade.com.au
<http://www.fairtradeaustralia.com.au/>
<http://www.organicfooddirectory.com.au>

4.9 Training/Awareness

It is essential that an adequate number of people (staff/volunteers) are available to undertake all necessary tasks during the event, and that those assisting in the planning and implementation of the event are aware of the content of the Mosman Sustainable Event Management Policy, as well as the Sustainable Event Management Plan.

Where required an induction session should be run for those assisting during the event, and an induction sheet signed by all participants to show evidence that they are fully aware of the Mosman Sustainable Event Management Policy and Sustainable Event Management Plan.

5.0 Event Implementation

Event implementation involves putting the planned activities into action, managing the activities during the event, and monitoring during the event to ensure compliance with the Mosman Sustainable Event Management Policy and Sustainable Event Management Plan.

Successful event implementation will be determined by how well the planning phase was conducted, in terms of meeting sustainability principles, incorporating these principles into the event, and adhering to the Sustainable Event Management Plan.

6.0 Post-Event

The post-event stage involves the review and evaluation of the event to identify successful outcomes and achievements, and develop processes for continuous improvement. Evaluation of the event can be undertaken post-event by the event organiser, to ensure the event has complied with the Sustainable Event Management Policy and the Sustainable Event Management Plan.

7.0 The Sustainable Event Management Plan Template

Under the Mosman Sustainable Event Management Policy and this Guide to Sustainable Event Management, the preparation of a Sustainable Event Management Plan is mandatory.

The Sustainable Event Management Plan is available on Council's website or from the events team.

The Plan should be completed and submitted electronically to Council, for Attention: Manager Environment and Services, at environment@mosman.nsw.gov.au, or via submission of the Plan to the Events and Marketing Officers or Bookings Officer.

The Sustainable Event Management Plan template is provided below.

Sustainable Event Management Plan

This document must be submitted with your booking form / application to conduct a Special Event on public land.

Please complete all sections of this Sustainable Event Management Plan to demonstrate your commitment to achieving sustainability principles and the sustainability measures that have been incorporated into your event.

Please be aware that the Mandatory Inclusions must be applied in order to comply with the Sustainable Event Management Policy.

Refer to Councils Sustainable Event Management Policy and the Guide to Sustainable Event Management. Also refer to Section 8 of the Special Events Policy Statement and Operations Manual to assist you in completing this Sustainable Event Management Plan.

APPLICANT DETAILS

Title: Miss / Ms / Mrs / Mr

Given Name(s): _____ Surname: _____

Company name: _____

Contact Address: Unit Number / House Number _____

Street or PO Box: _____

Suburb: _____ State: _____ Postcode: _____

Contact Number: _____ Email: _____

Your personal information is being collected for the purpose of approving your Sustainable Event Management Plan as a component of your event booking / application. Information provided in this Sustainable Event Management Plan will only be used by Council for the purpose in which it was obtained, and will remain confidential.

DECLARATION

The details provided by me in this Plan are correct and I am committed to complying with the Mosman Sustainable Event Management Policy, and implement the mandatory inclusions, preferred alternatives and other initiatives to meet sustainability principles. I have read and understood the above information.

(Applicants Signature)

(Date)

Section 1. Event Details

Event Name: _____ Venue: _____

Event Details: (provide details on proposed activities e.g. stalls, food/beverage, sporting events etc):

Event Dates: _____ Event Times: _____

Predicted Attendance Numbers: _____


Section 2. Sustainable Event Management Information

Mandatory Inclusions				
<i>The mandatory inclusions must be applied</i>				
<i>If a No is checked for any of the mandatory inclusions it is considered that the event has not complied with the Mosman Sustainable Event Management Policy.</i>				
Checklist	Yes	No	N/A	Comments
	<i>Please circle the correct response below</i>			<i>Please provide comments/information below</i>
Promotional materials printed on recycled paper (80-100% post-consumer recycled content)	Y	N	N/A	
All cups / plates / napkins / cutlery purchased, used and distributed at the event must be made from recycled / recyclable / reusable / biodegradable and/or compostable materials	Y	N	N/A	
Plastic bags not used / given away during events. Alternative products used / provided.	Y	N	N/A	
Balloons are not to be released into the environment before, during or after any event.	Y	N	N/A	


Preferred Alternatives				
Where products such as tea and coffee, hot chocolate and/or chocolate are to be provided at events, the use of Fair trade products are preferred.	Y	N	N/A	
Encourage event participants to bring their own reusable water bottle to the event	Y	N	N/A	
Provide alternative water sources in lieu of giving away or selling plastic water bottles	Y	N	N/A	


Venue Selection				
Is the event venue/location close to public transport options?	Y	N	N/A	
<p>If your Venue is outdoors or adjacent to a natural environment - What actions will you put in place to reduce impacts on flora/fauna, and or sensitive environments (bushland, beaches, reserve) pre / during / post your event? <i>(Please provide information below)</i></p>				
<p>What actions will be implemented to encourage the use of sustainable transport (e.g. public transport, walking, riding, carpooling) to / from your event venue? <i>(please provide information below)</i></p>				


Tips to a Sustainable Venue




- ✓ Maximise use of natural lighting at a venue or if possible hold the event outdoors.
- ✓ Ensure the venue is accessible to all attendees.
- ✓ Consider tele or web conferencing instead of hosting an event at a physical location.

Water/Energy				
What actions will you put in place to reduce energy and water use pre / during / post the event? <i>(Please provide information below)</i>				
Be Energy and Water Wise				
 <ul style="list-style-type: none"> ✓ Maximise the use of natural lighting and ventilation ✓ Consider purchasing Green power or offsetting your event 				

Catering				
Will vegetarian, vegan, cruelty free, free-range, organic, and/or fair-trade/ethical food options be available?	Y	N	N/A	
Will left over food be donated to a charity organisation or a shelter (e.g. www.ozharvest.org)?	Y	N	N/A	
Has a local catering business / vendor been supported.	Y	N	N/A	
Catering Wisely				
 <ul style="list-style-type: none"> ✓ Minimise food waste by catering for the correct number of attendees ✓ Select a caterer / vendor based on ethical / sustainable criteria 				

Equipment / Products / Supplies				
Has equipment been hired rather than purchased for the event?	Y	N	N/A	
Have you sourced equipment / supplies/products locally?	Y	N	N/A	
Have you sourced equipment / supplies / products that are made from recycled, recyclable, organic, biodegradable or compostable materials?	Y	N	N/A	
Will left over supplies/products be reused or recycled?	Y	N	N/A	
Be Product Wise				
 <ul style="list-style-type: none"> ✓ Do you really need all that equipment, products, or materials? ✓ Avoid or minimise purchases where possible. 				

Promotion				
Will you use online systems to take bookings, provide confirmations, electronic ticketing, and manage event related enquiries?	Y	N	N/A	
Will promotional materials (e.g. signage/banners) be reused?	Y	N	N/A	
Has the purchase of promotional merchandise / giveaways been minimised? Are the promotional products sustainable (e.g. made from recycled materials, can be reused, native plants)?	Y	N	N/A	
Promote Wisely  <ul style="list-style-type: none"> ✓ Choose to support and promote a charity through your event ✓ Print promotional materials double sided using soy based inks ✓ Minimise hard copy promotional materials - promote events through social media 				

Section 3. Waste Management

1. Please detail below all waste materials expected to be generated at the event, including;
- i) Food and beverage related containers (e.g. bottles, chip cartons, cans, straws and serviettes);
 - ii) Ingredient packaging (e.g. food cans, food bottles/ jars, boxes);
 - iii) Delivery packaging and materials (e.g. cardboard boxes and pallets); AND
 - iv) Other

2. Please provide detailed information on bin servicing including;

2a. Bin provider: Mosman Council or Private Contractor (*provide contractor details*)

2b. Bin Delivery and Collection Schedule

Date of Delivery: _____ Time of Delivery: _____

Date of Pick Up: _____ Time of Pick Up: _____

(Please Note all bins should be picked up for collection by 8am on the day following the event).

Frequency of Collections during Event (*provide times*): _____

Access Locations for Waste Collection Vehicles: _____

2c. Waste bin numbers: _____ Recycling bin (bottles/cans/paper) numbers: _____

**Please attach a map of all waste and recycling bin locations.*

3. Provide information on cleaning services to be undertaken during and post event and the frequency of cleaning services:

3a. Cleaning Contractor/Event Staff: _____

Contact Person: _____ Contact Number: _____

4. What strategies will you put in place to minimise waste generation pre / during / post your event?

5. How will food waste be managed during and at the end of your event? _____

6. Will any materials be collected for reuse, recycling and/or composting? Y or N

6a. If Yes – Please detail these materials, and where they will be taken for processing?

6b. If No – Reasons Why? _____

7. Will liquid wastes be generated? Yes or No

7a. If Yes, list the type of liquid waste (i.e. cooking oils and washing water) and disposal method.

8. How will event attendees and vendors be made aware of the waste management strategies you have put in place? (E.g. advertising, announcements, signage, bin monitors)
