SUSTAINABLE EVENT MANAGEMENT POLICY

Version: 1

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<th>Business Group:</th>
<th>Marketing &amp; Communications Division</th>
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<tr>
<td>Responsible Officer:</td>
<td>Rachel MacLucas – Manager, Marketing &amp; Communications</td>
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<tr>
<td>Date Approved:</td>
<td>Xx June 2011</td>
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<td>Council Reference:</td>
<td>Ordinary Council Meeting 28 June 2011 – Item xx.x</td>
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<td>Policy Review Date:</td>
<td>Annually following assessment of the outcomes from each event, to ensure the processes and sustainability outcomes are consistent with the Policy objectives.</td>
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Policy History

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<th>Version</th>
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<th>Description of Changes</th>
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Objectives

Each year Maitland City Council holds a range of flagship events, aimed at celebrating our diversity in the areas of society, culture and history.

Maitland City Council is committed to ensuring all events are organised and conducted in a sustainable manner.

The objective of this Policy is to ensure that sustainability principles are applied to the management of these events held by Maitland City Council. The Policy identifies the following areas that must be considered when organising and conducting a sustainable event:

- waste minimisation
- resource recovery
- greenhouse gas reduction
- energy conservation
- water conservation

Scope


This Policy is designed to clearly identify the minimum requirements for event organisers in relation to the planning, implementation and evaluation of the events captured within the Policy scope.

It is the intention that, following implementation across Council’s flagship events, the Policy be reviewed and its success assessed. After twelve months it is anticipated that the balance of council events and community events would embrace the Policy guidelines.

Relevant Legislation

Waste and Sustainability Improvement Payment (WaSIP) Program
NSW Waste and Resource Recovery Act
NSW Local Government Act

Related Policies/Procedures/Protocols

Approvals Special Events
Food Surveillance Policy

Definitions

The following definitions are provided to assist in understanding the requirements of this Policy:

**Bio-degradable** – able to be broken down by the action of living organisms

**Event** – anything that happens or is understood as happening, especially something of importance; a social gathering or activity

**Recycle or recycling** – to treat (waste) so that new products can be made from it
Reuse – to use again, especially after salvaging or special treatment or processing

Source separation – sorting of different materials comprising a waste (such as glass, metals, paper and plastics) at its point of generation, for a simpler and more efficient recycling or final disposal

Waste minimisation – waste minimisation is the process and the policy of reducing the amount of waste produced by a person or society. The use of practices and processes which reduce, as much as possible, the amount of waste generated, or the amount which requires subsequent treatment, storage and disposal.

Policy Statement

The Sustainable Event Management Policy aims to reduce adverse environmental, social and economic impacts and make positive contributions to the flagship events held within the Maitland Local Government Area (LGA).

Maitland City Council has identified five key areas of consideration. Event organisers must demonstrate that sustainable options in the following categories have been considered and measures undertaken as follows:

1. Waste Minimisation and Resource Recovery
   Events can generate large amounts of waste. It is essential to have in place facilities to allow reasonable levels of recovery for the waste that is produced.
   This can be achieved by the following actions:
   • Recycling all recyclable items where appropriate systems are available, including organic waste and packaging
   • Ensuring that the recycling process for paper, cardboard, organics, plastic, glass and aluminium is operating effectively. Wherever possible ensuring that recycling processes are in place for both Maitland City Council and its suppliers.
   • Reducing waste through sustainable purchasing
   • Ensuring that funding for adequate waste management services is provided for in an event budget

2. Water and Energy Use
   Events can be high water and energy consumers. It is important to develop and implement measures to minimise water and energy consumption and to communicate these measures to participants and stallholders.
   This will be achieved by adopting the following practices:
   • Reducing energy and water use and increasing energy efficiency through behavioural change. Council will endeavour to purchase energy and water efficient equipment for such things as lighting, power and hire equipment.
   • Ensuring wherever possible that temporary structures are energy and water efficient
   • Monitoring stallholder and participant’s compliance with minimising both water usage and water wastage
   • Implementing a program to off-set greenhouse gas emissions from energy usage and hired equipment

3. Event Promotion
   Event promotion can be resource intensive. Organisers must consider a range of promotion opportunities to minimise the impact of each event.
   This can be done by adopting the following practices:
Maitland City Council Policy – Sustainable Event Management Policy

- Minimising the usage of non-reusable items (for example promotional flyers) and maximise those that are reusable (for example reusable banners and signs)
- Wherever possible utilising promotional methods that do not involve printed products. These include web/online, radio, television and social media outlets.
- Ensuring that, when printed promotional materials are necessary, sustainable paper products and inks are used in their production

4. Equipment and Supplies

Equipment and supplies made of resource intensive materials can often travel large distances before finally being put to use. Transport (and therefore distances travelled) is a major contributor to greenhouse gas emissions. It is essential to consider the lifecycle of equipment and supplies associated with an event to ensure sustainable purchasing decisions are made.

This can be done through the following:
- Purchasing products and services that are less greenhouse gas intensive in their production, transport and use (for example, wherever possible choosing local and not interstate suppliers)
- Choosing products that have minimal packaging
- Working with suppliers to ensure the availability of preferential products and services
- Seeking partners whose values align with our own objectives (for example food vendors that use only biodegradable and recyclable food containers)
- Exploring the feasibility of off-setting greenhouse gas emissions for transportation of supplies and hired equipment

5. Transportation

Transport is a major contributor to greenhouse gas emissions. There are a range of sustainable transport alternatives available for organisers and event participants.

These include the following:
- Encouraging visitors and staff to use more environmentally friendly methods of transport for commuting to and from the event
- Exploring the feasibility of off-setting greenhouse gas emissions for transportation of visitors and staff to and from the festivals