



Australian Government
Sydney Harbour Federation Trust

Event Policy
of the
Sydney Harbour Federation Trust

Trust Event Policy

1. Purpose and Status

The purpose of this policy is to set out the basis for holding Trust events on Trust lands and in Trust buildings and to determine how to conduct Trust events in a way that most appropriately meets Trust objectives.

Non-Trust events on Trust lands are covered under a separate policy.

2. Context

This policy should be read in conjunction with the *Sydney Harbour Federation Trust Act 2001*, the Trust's *Comprehensive Plan*, the Trust's *Leasing of Land and Building Policy*, the *Leasing of Land and Buildings for Community Users Policy* and the draft *Sponsorship and Donations Policy*.

3. The Strategic Importance of Events to the Trust

The rationale for the Trust's support for and promotion of events is related to the objects of the *Sydney Harbour Federation Trust Act 2001*. The key objects of the Trust which relate to this policy are:

- *To ensure that management of Trust land contributes to enhancing the amenity of the Sydney Harbour Region;*
- *To protect, conserve and interpret the environmental and heritage values of Trust land;*
- *To maximise public access to Trust land;*

Events, increasing community awareness and public education programs are also defined outputs under the appropriation framework of the Trust's Portfolio Budget Statements. The Trust reports to parliament against the outputs in its Annual Report.

Finally, the strategic importance of events to the Trust is encompassed in the Comprehensive Plan. The Plan discusses the need for the Trust to "*weave these formerly isolated sites back into the life of the city so that they enrich our understanding and appreciation of the harbour*" (Comprehensive Plan, p40).

The Plan also identifies events as an important method of enjoying the sites throughout the year. The Trust should have the aim "*to establish and encourage active public places and harbour gatherings with special views of the harbour. Appropriate Trust lands should be used as a stage for major festivals and public expressions, providing a variety of year round experiences*" (Comprehensive Plan, p47).

4. The Practical Importance of Events to the Trust

As well as having important strategic benefits, events are beneficial to the Trust for a number of practical reasons.

Given the relative isolation of Trust sites and their inaccessibility to the public for many years, events are an important method of **increasing public awareness** of Trust sites within a short period. Events are a useful way of **receiving feedback** from the community on the Trust's planning, construction, interpretive and leasing processes. Events can also assist the Trust in **testing logistics**, services and potential uses of Trust sites prior to making long-term decisions regarding adaptive re-use. And finally events will also be used by the Trust in the post-planning and leasing processes to **build and maintain a sense of identity** for each site and to support the activities of long-term tenants and visitors.

5. Frequency and Duration of Events

Events on Trust sites may be held occasionally, on a regular basis or even simultaneously across a number of sites. Events may be held either in isolation or be organised in conjunction with other citywide festivals or celebrations such as the Sydney Festival, the Sydney Writers Festival or New Years Eve celebrations. Duration of events may range from a few hours to several weeks.

6. Trust Events

a) Definition

A **Trust Event** is for the purposes of this policy defined as:

“a short term activity run by the Trust including management, operations, financing and promotion with the aim of promoting a Trust site or objective.”

b) Types

Trust Events are divided into four main categories:

- **Signature Events** – A Signature Event is a major Trust Event which will normally attract in excess of 3,000 people. It will be held as required to create a memorable and high profile event, to create a new event on the social or cultural calendar of Sydney or to promote a Trust site or objective in a highly visible manner. Signature Events may be one-off events or held on a regular basis.
(Example: Cockatoo Island Festival).
- **Standard Events** – A Standard Event is a Trust Event attracting up to 3,000 people and will be held to promote a Trust site which either due to logistical constraints is unable to accommodate a Signature Event or is held in order to fulfill a specific Trust objective or target a particular demographic group. Standard Events may also be one-off events or held on a regular basis.
(Example: Woolwich Seafood Fair)
- **Open Days** – Open Days are organised by the Trust with the objective of inviting the public to visit a Trust site and enjoy its setting, historical legacy and views. Open Days will normally be used by the Trust to obtain community feedback for planning purposes, but may also be used for public enjoyment or educational purposes.
(Example: Macquarie Lighthouse Open Day)

- **Public Programs** – the Trust’s Public Programs consist of cultural activities, guided tours, school excursions and school holiday activity programs. Public Programs may be organised as stand-alone events or may be conducted under a broader umbrella of events such as Harbour Week, National Trust Heritage Festival and Healthy Park Healthy People initiative.
(Example: *Trafford Walker Art Exhibition, Chowder Bay*)

c) Guidelines

The following guidelines will be used by the Trust in deciding whether to hold a Trust event:

- the potential of the event to contribute to the integration of the site into the public life of Sydney and Australia.
- the potential of the event to attract the public in a manner compatible with the natural, cultural, heritage and recreational values of the site
- the potential of the event to promote and interpret the natural and cultural heritage of the site
- the compatibility of the event with the Trust’s broader communications and education objectives
- the compatibility of the event with the contractual rights and uses of buildings and facilities by long-term lessees
- the potential of the event to improve the amenity of the Sydney Harbour region
- the potential of the event to market the site’s buildings and facilities to key commercial and industry sectors

d) Event Services

Trust Events will normally be conceived and executed by the Trust, but in the case of larger or more complex events, the Trust will also work with third party event specialists to assist with the staging of a Trust Event.

In the case where the Trust has conceived of an event itself and requires support from the event industry to hold the event, the Trust may call for Expressions of Interest or conduct a select tender for event services. Such Expressions of Interest or tenders will be held in accordance with the Trust’s leasing policies and procurement guidelines.

e) Event Proposals

The Trust also welcomes event proposals from external event managers or promoters for Trust Events. The Trust will consider financing part or all of an event which meets or furthers Trust objectives. The extent to which the Trust will finance an event will depend on the extent to which the event meets or furthers these objectives. Event proposers must be able to demonstrate to the Trust that the proposed event meets the objectives and guidelines of the Trust as described in Sections 3 and 4 above.

External event managers or promoters should note that the Trust holds limited numbers of signature and standard events each year. Promoters are advised to talk to the Trust before submitting a detailed proposal and should also note that proposals are normally considered only annually (see Section 7 below).

7. Trust Event Program

The Trust will formulate a Trust event program which will be approved by the Board of the Trust on an annual basis, normally in mid-year. Third party proposals for Trust events will also be considered at this time.

8. Trust Event Risk Management

Risk Management Plans must be completed for all Trust Events. Risk Management Plans for Trust Signature Events must include an evaluation of the full range of financial risks of an event and must be approved by the Trust's Audit and Risk Committee.

The Chairman of the Trust's Board must be kept apprised by the Executive Director of the risk profile of a Trust Signature Event. Should the risk profile of a Trust Signature Event increase, the Chairman's of the Trust's Board will decide whether any additional Board approvals are necessary.

9. Annotation of Policy Implementation

This Policy was approved by the Trust Board at its meeting on 21st June 2005.