



SUSTAINABLE  
EVENT  
MANAGEMENT  
POLICY  
POLICY 5.70

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# SUSTAINABLE EVENT MANAGEMENT POLICY

**DIVISION:** GOVERNANCE

**PILLAR:** GOVERNANCE

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**FILE / BINDER:**

**POLICY OBJECTIVE:**

Camden Council holds a number of events throughout the year to celebrate our heritage, show case and celebrate the Camden Local Government area, attracting tourists to the area and transforming community vision into action.

The objective of this policy is to provide guidelines, advice and standards to ensure events organised by the Communications Department and run in the Camden Local Government Area are operated in an environmentally sustainable manner.

The policy identifies the following areas that must be considered when events organised by the Communications Department are conducted:

- Venue Selection
- Transport
- Equipment and Supplies
- Promotion
- Waste
- Information and Handouts

**SCOPE:**

This policy applies to all events organised by the Communications Department and held in the Camden Local Government on public land. This policy does not include private events.

The Communications Department will also encourage other event organisers within Council and Council Event Community Management Committees to follow this policy.

## **DEFINITIONS:**

### ***Biodegradable:***

Capable of being decomposed by bacteria or other living organisms and thereby avoiding pollution.

### ***Reuse:***

1. Use again or more than once
2. The action of using something again

### ***Recycle:***

1. Convert (waste) into reusable material
2. Return material to a previous stage in a cyclic process
3. Use again

### ***Recyclable:***

1. Able to be recycled
2. A substance or object able to be recycled

### ***Greenhouse Gas Emissions:***

Any of the atmospheric gases that contribute to the greenhouse effect by absorbing infrared radiation produced by solar warming of the Earth's surface. They include carbon dioxide (CO<sub>2</sub>), methane (CH<sub>4</sub>), nitrous oxide (NO<sub>2</sub>), and water vapour.

### ***Sustainable:***

Capable of being maintained at a steady level without exhausting natural resources or causing severe ecological damage.

### ***Sustainability:***

Conserving an ecological balance by avoiding depletion of natural resources.

## **POLICY:**

### ***Venue Selection***

- (a) Venue selection should be decided upon by site inspection and suitability for event as well as consideration for environmental, social, cultural and economic impacts.
- (b) Accessibility for patrons to the venue needs be taken into consideration. This should include accessibility to the venue (walking and public transport) and well as access for people with a disability.
- (c) Impact, including the affect and damage (immediate and long term) of the event on the venue and surrounding environment.
- (d) Potential safety hazards in or around the venue that could have an impact or effect on the target audience and/or the venue.
- (e) Ensure venue size is sufficient, that it isn't too large that it will require additional power and water resources than necessary.
- (f) Where possible, event organisers are not to select venues that are directly located on or in close proximity to a waterway such as a dam, lake, river etc. This is to help reduce any additional waste entering the waterway to ensure ecological balance.

### ***Transport***

Transport is a major contributor to greenhouse gas emissions. Where possible venues are to be in walking distance for the target audience and/or are easily accessible by public transport.

### ***Equipment and Supplies***

- (a) Where possible source and bulk order equipment and supplies from local suppliers to minimise greenhouse gas emissions produced by transport
- (b) Where possible research environmentally friendly options and consider equipment lifecycle to ensure sustainable decisions are made

### ***Promotion***

Promotion of events can have a large impact on resources. Organisers should consider a range of promotional options to minimise the impact such as the following:

- (a) Social Media
- (b) Promotional material should be printed on recyclable and biodegradable paper
- (c) For multiple page documents, encourage double sided printing to reduce amount of paper used
- (d) Electronic methods of advertising such as website, emails and electronic newsletters should be used to reduce quantity of printed stock
- (e) Inform audience that material is made from recyclable material and encourage audience to recycle material.
- (f) Use existing print mediums such as Council newsletters and advertising to promote events
- (g) Where possible and practical provide information for events on posters rather than individual handouts

## **Waste**

Measures should be taken to minimise waste generated from events.

- (a) Ensure recycling bins are available for the audience to dispose of recyclable material.
- (b) Provide appropriate number of general and recycling waste bins for the number and type of waste being produced
- (c) Ensure there are sufficient number of bins at events and all bins are clearly labelled indicating type of bin (recycling or general waste)
- (d) Ensure stallholders at events remove and dispose of their own rubbish including liquids.
- (e) Where possible, ensure that lights are switched off when the venue isn't in use.
- (f) Ensure waterwise practices
- (g) Ensure water restrictions are observed
- (h) Encourage food vendors to use sustainable equipment including reusable and/or biodegradable cutlery, plates, bowls etc

## **Information Handouts and Giveaways**

Information handouts and giveaways are common at events and are often available in large quantities. If information handouts are essential the following considerations should be taken into account:

- (a) Where possible handouts should be printed double sided
- (b) Where possible handouts should be printed on recycled paper
- (c) Where possible avoiding dating handouts so they can be reused at future events
- (d) Encourage recipients to recycle material once they are finished with it

If information giveaways are available the following considerations should be taken into account:

- (a) Where possible giveaways should be made from recycled or recyclable material
- (b) When giving away products in bags, bags should be reusable or made from recycled products.
- (c) Try and ensure the giveaways have a souvenir value so recipients are more likely to hold onto them than dispose of them

**REFERENCES:**

- <http://www.london2012.com/documents/locog-publications/london-2012-sustainability-events-guidelines.pdf>
- Guide to Policy Development for Sustainable Event Management
- Online Oxford Dictionary <http://oxforddictionaries.com/>
- Integrated Planning and Reporting Package - Camden 2040
- Purchasing and Procurement

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<b>RELEVANT LEGISLATION:</b>	<b>N/A</b>
<b>RELATED POLICIES:</b>	5.32 Purchasing & Procurement Policy
<b>DELEGATIONS:</b>	<b>N</b>
<b>SUSTAINABILITY ELEMENT:</b>	<b>Y</b>
<b>STAFF TRAINING REQUIRED?</b>	<b>N</b>

**NEXT REVIEW DATE: 26 July 2012**

**PREVIOUS POLICY**

**ADOPTED:** n/a  
**MINUTE:** n/a