

EVENTS PLANNING GUIDE



Whakatāne District
Everything under the sun

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New updates to the Health and Safety Work Act 2015 require careful consideration of hazard identification.

Planning your event

Many organisations, sports clubs and groups are responsible for coordinating and delivering one-off and ongoing programmes and events, including social functions at a local club, a conference, or hosting a domestic or national event.

There are four simple steps that can help you develop and run a successful event or programme; planning, preparation, presentation and evaluation. About 80 percent of the work in any project is in the planning and preparation stages, but time spent on evaluation following the event will help ensure future projects will run even better.

STEP 1

PLANNING *Think it through*

- Bring all your ideas together (brainstorm)
- Determine the purpose of the event
- Timeline the procedures required
- Identify resources: staff, equipment, facilities (do a site check)
- Examine the costs (budget)
- Define your goals
- Consider what evaluation methods you will use
- What needs to be achieved?
- Who is it for?
- Who can help?
- What is it called?
- How much does it cost?



STEP 2

PREPARATION

Organise everything you need

- Organise and plan your funding and sponsorship
- Make required bookings
- Make required phone calls
- Write required letters
- Confirm all bookings and arrangements
- Confirm resources – staff and volunteers
- Work to a budget
- Apply for consents and permits
- Confirm facilities, equipment, transport
- Identify guests and VIPs
- Finalise PR and promotion
- Confirm Risk Management and Health and Safety plans

Allow plenty of time for planning and event preparation. This is the long and tedious part of the exercise, where most of the work is done. Attention to detail during the 'preparation' stage can make or break your event or programme.

Many events are held in the Whakatāne District throughout the year, with the majority held in the summer months. Sometimes there are a number of events planned on the same day and bookings can

overlap one another. It is best to book your venue early (at least six months prior) to ensure availability, particularly during the summer season.

It pays to consider the date carefully and take into account the audience you would like to attract.

- Will the event attract locals or visitors?
- Consider the shoulder seasons (September-November and March-April) for targeted audiences that will travel specifically for the event to ensure they can get accommodation.
- Consider if the event provide entertainment or activities for tourists in the area during the busy summer months?

Make sure you read through the '[Event Consents](#)' section of this manual (page 15) and ensure you leave enough time to apply for any permits you require for event day. Some consents take up to three months to process and this needs to be planned for in advance.



STEP 3

IMPLEMENTATION

Conducting the event

The event should run smoothly if enough time and effort has been put into the planning and preparation stages. Minor problems may arise; however, these should be insignificant if preparation has been thorough.

Make sure you:

- Brief your team well
- Plan for contingencies

STEP 4

EVALUATION

Celebrate successes, identify issues

Evaluating all aspects of your project and making recommendations can aid future events. Ask yourself:

- What were our successes?
- Where did we go wrong?
- How can we improve?
- Did the event achieve its goal and/or purpose?



Things to consider...

Event management

The event manager plays a critical role in the planning, coordination and subsequent success of any event. This is often a complex task incorporating many roles. The success of events is often assessed against economic, community, social, health and safety measures. The measurements generally include the impact the event has on patrons, event staff, police, emergency services and the community. There is increasing government and community awareness of the legal responsibilities of event managers, specifically in relation to duty of care, negligence and workplace health and safety issues. Event managers need to be aware of these responsibilities and, as much as possible, ensure that their event management plans account for the health, safety and comfort of event patrons and staff, and minimise any disruption or harm to the community.

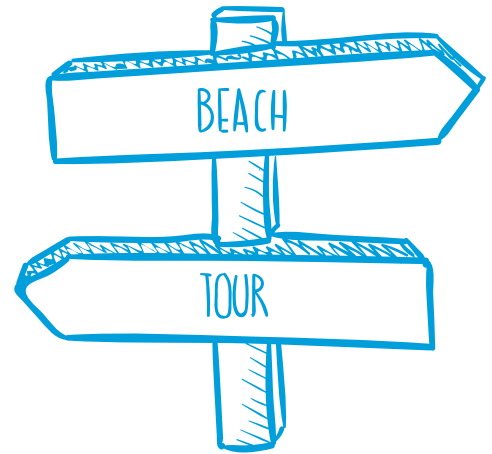
Consultation with key stakeholders

It is essential that events are developed and reviewed in consultation with identified key stakeholders. All key people need to be contacted about the event well in advance. Apart from the police, emergency services, local council and security personal, it is helpful to brainstorm with the organising committee to generate a list of other groups that could be considered stakeholders. Involve those who may be affected by the event, they will appreciate the contact and will often be more cooperative and supportive if they are involved during the initial planning stages.

It is important that a record of contact with various stakeholders is kept on file. These details are useful in the planning phase of the event; as well as being useful for any future events. The log can be kept in a diary or a separate book and should include the date, organisation, contact person and details of the conversation. A series of planning meetings should be conducted with key stakeholders well in advance of the event to allow sufficient time for any planning changes.

Police and first aid

Contact Police and first aid professionals such as St Johns to inform them of your event and seek further advice about whether they need to be present at your event.



Briefing – Before event

Once the planning has been done, it is essential to call all participants together to conduct a pre-event briefing. Issues of communication, timetabling, responsible service of alcohol, security and emergency procedures should be clarified at this time.

Debriefing – After event

A debriefing should be conducted with key stakeholders after the event when information about the event, including attendance and incident data, and staff and patron feedback, is available. This should be completed as soon as possible to ensure that all information is documented while fresh in the minds of stakeholders. An event evaluation will be useful to determine what worked, what didn't work, and why. See the [Evaluation section](#) (pg 5) for more info on how to complete this.



Venue selection

The selection and design of the venue will have significant impact on all components of the event planning, and the overall safety and success of the event.

During the selection process, consider the following:

- Services and equipment hired
- Movement of people in, out and around the venue
- Crowd regulation and overspill areas
- Access for service and emergency vehicles if required
- Hazards in and around the area
- Potential impact on the local environment
- Road access
- Traffic flows/parking
- Provision for disabled people
- Agreement of key stakeholders on selection of route

Whakatāne District Council has a number of beautiful parks, reserves and open spaces for outdoor events. If you are looking for an indoor venue, consider using one of our community halls, Te Kōputu a te whanga a Toi - the Library and Exhibition Centre, or the i-SITE.

For a list of our reserves and halls, visit our website whakatane.govt.nz

Conferences and other venues in Whakatāne

Whakatāne has a range of quality accommodation and can easily cater for conferences of several hundred people. Visit whakatane.com for a list of [conference](#) venues.

Site plan

A site plan is a map of the event and an essential tool in event planning and management. Firstly, as a way of communicating during the planning of the event, the site plan can be distributed for comment, and any problems or conflicts can be sorted out early in the planning phase. It may be that some stakeholders have not been to the venue before and a detailed site plan may help them in their organisation.

Secondly, a site plan is invaluable in the event of an emergency. Security staff, police, first aid personnel and emergency services should carry a copy of the site plan. The site plan can quickly determine the exact location of an incident or emergency, thereby assisting in speedy responses.

Remember

- For the site plan to be most useful, it should be set out clearly in grid format.
- Surrounding landmarks and streets will help identify the venue layout.
- Entrances, exits, vendor locations, first aid posts, toilets, phones, security and licenced areas should be numbered, and/or indicated by a symbol.
- Include a legend explaining all symbols and numbers
- Check the Hazardous Activities and Industries List (available from the Bay of Plenty Regional Council) and identify any contaminated land on the site. Include this in your site plan.
- All access roads and pathways should be clearly marked to indicate use by patrons, vendors, performers and emergency service vehicles.

Event signage

Clear and simple signage should be used to indicate the following:

- Information tent/stand and toilet facilities
- Sponsors
- Map of the event site
- Food and drinks
- Event in progress (outside the event area and surrounding roads)
- Parking

Signs should be strategically placed so patrons are informed before entering the event. This minimises conflict and congestion at entry and exit points. Signs must be displayed at all licenced areas.

Further information on signage related to events can be found in '[Marketing and promotions](#)' (page 10) and '[Event consents](#)' (page 15).

Event promotion and ticketing

A clear and well-sequenced promotion and media strategy can significantly influence the expectations and subsequent behaviour of patrons.

Pre-event messages should promote:

- The focus of the event
- Safe drinking practices
- Food availability
- Entertainment and transport
- Times and venue
- Vaccination requirement

Tickets can also be an important means to provide quality information such as:

- Maps
- Patron information regarding restrictions
- Services and their location
- Safe drinking information
- Transport arrangements
- Gate opening and closing times
- Personal health and safety warnings e.g. water, sunscreen and hats

Weather

For outdoor events in particular, the prevailing weather conditions should be a major factor in choosing the date and time for a venue. Adequate space, freely available water and shade need to be provided before, during and after the event. Make a contingency plan for rain or hotter temperatures. If you need to cancel or change any arrangements, how will the public be notified? If hiring a venue, pencil in a wet weather back-up date.

Information centres and communications

For large events a well-identified, well-located, and well-publicised information centre on-site, serviced by knowledgeable volunteers, can provide a full range of information services to patrons. Remember to mark the location of the information centre on the site plan. Communication between event staff is vital to ensure safety and security for staff and patrons. Consider how you will communicate, as the organiser of an event, with the patrons in emergency situations such as the need for an evacuation or lost children.

Event waste and litter control

Most events generate waste of some form. An event waste management plan is now a requirement for hiring halls or reserves through Council. Under Council's Waste Minimisation and Management Bylaw, an Event Waste Management Plan must be submitted for any event where 1000 people or more are expected to attend. However, it is a good idea to create a plan for an event of any size. You need to identify how event waste will be managed and reference this in your event specific plan. Key considerations include:

- Waste collection throughout the site
- Hazardous waste
- Manual handling of waste (weight, availability of mechanical aids, personal protective equipment)
- Waste storage on site
- Fire risk and management
- Recycling
- Pests
- Portaloo



The cost of cleaning is often a component of the total venue hire cost. Added costs generally come when the venue has not been properly cleaned to the state of when it was found. Check with Whakatāne District Council venue staff regarding your cleaning requirements and any costs associated with the provision and collection of bins and cleaning.

For Council venues, on-site rubbish bins are not sufficient for events and will not be emptied during an event. We strongly advise you organise a waste management plan specific to your event.

Whakatāne District Council

Sheree Kearney, sheree.kearney@whakatane.govt.nz

Waste Management

44 Te Tahī St,
Whakatāne
Ph: 308 9190

Footie Bins

PO Box 318, Whakatāne
paul@footebins.co.nz
Ph: 027 229 8123

Sustainability

Events can generate a lot of waste, and also have other negative impacts on the environment. As a minimum, you should recycle any waste you can and be sure that our precious water isn't wasted – especially in summer when there are restrictions in place.

If you are running a large event, consider contracting professionals to manage all your recycling, site clean-up and toilets. Toilet waste must be properly managed and if you are using portaloos these should be marked out on your Site Plan.

The Ministry of Environment has information about minimising the effects on the environment. Download a copy of the [Greener Event Guide](#) for an action plan.

Fees and insurance

Even if you do everything right, there is always the chance that something could go wrong. Public liability insurance covers the event management if a stakeholder or member of the public was to suffer loss or injury at, or as a result of, an event and that person makes a claim for compensation. The insurance covers any compensation and legal payments.

Public Liability Insurance is required for all Commercial and Community events. A minimum cover of \$2,000,000 is required.

Council holds its own insurance to cover its liability. The activities of community organisations, groups, businesses and individuals that hire Council-owned facilities are NOT protected by Council's insurance.

The Hirer is responsible for arranging Public Liability Insurance cover, which is required for medium- to high-risk events to protect the hirer against claims made by third parties for damage to people or assets. There may also be a bond and fees payable.

Notifiable events

A notifiable event is a death, notifiable illness or injury, or notifiable incident occurring as a result of work. Only serious events are intended to be notified. WorkSafe NZ must be notified when certain work-related events (notifiable events) occur. Visit the worksafe website for information about what a person conducting a business or undertaking (PCBU) needs to do if a notifiable event occurs: [What Events Need to be Notified](#).

Marketing and promotion



There are numerous websites and guides to help you market your event. Here are just a few tips and tricks.

- **Word of mouth** - one of the most powerful selling tools because it also comes with a reliable, credible endorsement.
- **Posters and shop windows** are great for community events. Put together an eye-catching design with the event details and stick them up around town – remember to ask permission from shop owners.
- **Signs** – Many local sign writing companies have billboards around town that are available for hire at a reasonable price.
- **'What's on'** columns in local and regional newspapers, as well as online portals or sites, often publicise information about upcoming events.
- **Newspapers** may accept a pitch for a story on your upcoming event.
- **Radio** – Local or community radio stations are more likely to give a locally-based event the best coverage.
- **Television** – Media outlets need video footage to illustrate a story, so they tend to report on things that have already happened rather than things due to happen. You will need to pitch your story – including setting up an attractive or striking photo opportunity, or a unique angle they can't resist. Invite the TV stations to the event when it happens - while this approach might not be effective for selling tickets in advance, it could mean coverage of your event and promoting future events.

Create a Facebook event

If you haven't already, create a Facebook event – note that it's important to do this on the business/organisation page (for e.g. Whakatane.nz) not as an individual profile. Here's a quick guide from Facebook on doing this:

facebook.com/help/116346471784004

Once you have created the event, let us know and we will add it to our Facebook event page:

facebook.com/whakatane.nz/events

Depending on the event. Whakatāne District Council has a number of ways to help you promote your event. Including:

- Social media (whakatane.nz, whakatane.com)
- Whakatāne i-SITE
- Digital noticeboards
- Event banners

Council has two digital noticeboards, which are available to the public for the promotion of community events and activities within the Whakatāne District. These digital noticeboard screens for public promotion are located in the:

- Whakatāne i-SITE
- Te Kōputu a te whanga a Toi - Whakatāne Library and Exhibition Centre

Submit your event to our events page on whakatane.com/event/add-your-event

Or contact:

Dermott Sweeney

Digital Marketing Advisor

Dermott.Sweeney@whakatane.govt.nz

Ph: 306 0500

Event promotion signage

Council has event banner poles that are available to the public for the promotion of community events and activities at various locations throughout Whakatāne and Ōhope.

For further information, contact

Law Creative

Contact: office@lawcreativegroup.co.nz

Ph: 308 0095

For bookings and install.

Booking a venue

Whakatāne District Council has a number of beautiful and sizeable venues available for your event including public halls, gardens, reserves and beaches.

Large or small, fully enclosed or with some indoor/ outdoor flow, and for an intimate gathering or to really put on a show; Whakatāne District Council has a venue for you. From the Whakatāne War Memorial Hall and its surrounding sports facilities, to a venue like the centrally- located i-SITE with river views and outside court yard, we have something to suit all occasions, budgets and requirements.

Our venues are following the COVID-19 Protection Framework known as the traffic light system. Please visit this link for current information whakatane.govt.nz/residents/covid-19.

The main features of our three venues are outlined below, and for more information you can contact:

Open Places and Spaces
Whakatāne District Council
Private Bag 1002
Whakatāne, 3080
P: 306 0500
openplacesadmin@whakatane.govt.nz

For application forms to hire a Council venue go to whakatane.govt.nz/events





Whakatāne War Memorial Hall

The Whakatāne War Memorial Hall is the district's largest venue, and is situated in Rex Morpeth Park, approximately 1km from the central business district of Whakatāne. The Hall is a versatile facility with four distinct areas that can be hired separately or in combination, and each area of the Hall has a separate entrance. The Park also accommodates athletics fields, tennis courts, the Whakatāne Aquatic and Fitness Centre, croquet and soccer facilities, and is virtually adjacent to Rugby Park. Extensive parking is in place and seating and tables are also available.

The facility is comprised of the following:

The Little Theatre

Located within the War Memorial Hall, the Little Theatre seats 271 people and was designed for recitals, seminars, conferences and live theatrical productions, but it has also become a popular choice for awards nights and public meetings. A rehearsal area of 114m² with male and female dressing rooms is located behind the stage, and the theatre itself can accommodate wheelchair users with facilities for the hearing impaired, and heating and air conditioning.

Facilities: Theatre, lighting, piano, orchestra pit, backstage toilets, lectern, and 10 tables available for use within the theatre area.

Reception Lounge

The Lounge has a total floor area of 280m² and features a parquet dance floor of 30m², which makes it ideal for functions like weddings. When combined with the foyer it is suitable for up to 300 people in theatre-style seating or up to 250 people when tables and chairs are used. When booked as a stand-alone venue, it has a seating capacity for up to 200 (chairs only) or 150 with tables and chairs, and a standing capacity of 288. It has a kitchen with a commercial gas-powered stove that supplies four surface gas hobs, a side hot plate and full oven, zip, dishwasher, fridge and food warmer.

The Reception Lounge Bar contains a fridge/chiller and zip; please note that a special licence is required for the sale and supply of liquor.



Whakatāne War Memorial Hall

Foyer

The large foyer entrance provides access to the Little Theatre, Reception Lounge and Stadium, but also has a bar and ticketing facilities so can be turned to wide variety of stand-alone uses. It has a floor area of 167m² and can be divided from the Reception Lounge by sound-proof sliding doors. Under normal circumstances, the Foyer area provides access to the Little Theatre and Reception Lounge.

If exclusive use of the foyer is required, the Theatre *and* the Reception Lounge must be booked.

Sports Stadium

The Stadium has a floor area of 1050m², configurable as either eight badminton courts, two basketball courts, one international court, three volleyball courts or one large indoor bowling arena. In addition to use as a sports facility, the Stadium has also played host to ballet performances and concerts; if you are planning something big and need space and plenty of parking, the Stadium is an excellent choice.

There is permanent raised seating for 320 and the Stadium can accommodate moveable seating for up to 700 people. It also features a public address system, four male and four female toilets, changing rooms, a small kitchenette, and a variety of tables and seating is available.

Go to whakatane.govt.nz/services/halls-hire for all you need to know about the Whakatāne War Memorial Hall.



Ōhope Hall

Ōhope Hall

The Ōhope Hall was built in 2000 and is primarily a sports hall used for indoor netball, indoor bowls, badminton, aerobics, karate and indoor soccer. It also plays host to a regular market and can be adapted for galas or private functions. The hall has fixed seating for up to 550 people, storage space and indoor and outdoor toilet and changing facilities.

A small kitchen consisting of a fridge/freezer, household oven, microwave and pie-warmer is available, and 16 plastic trestle tables and 100 plastic folding chairs are also available for use. Neighbouring the Ōhope Hall is Bluett Park, a well-maintained football field, and the Ōhope Charter Club. 40 parking spaces are available around the Hall, three spaces for disabled users, and 46 spaces in the adjoining Bluett Road.

Go to whakatane.govt.nz for all you need to know about the Ōhope Hall.

Whakatāne i-SITE

The Whakatāne i-SITE is a stunning building in a superb location, right in the heart of the Whakatāne CBD. It can accommodate up to 60 people inside and is available for after-hours events. It has a semi-covered courtyard that looks out over the river to Moutōhora (Whale Island) and is perfect for smaller events like information evenings, receptions or work functions.

For more information and to book, contact:

Whakatāne i-SITE

whakataneinfo@whakatane.govt.nz

Ph: 07 306 2030

Te Kōputu a te whanga a Toi

At Te Kōputu there are two smaller venues – The Atrium and Little Orchard Activity Room – that are available for smaller events of around 20 people. These spaces are more suited to educational events, like lectures or club meetings. They are available in the evenings, but are usually occupied during the day when the surrounding Library venue is staffed.

For more information or to book, contact:

Library and Gallery team

tekoputu@whakatane.govt.nz or

library@whakatane.govt.nz

Ph: 306 0509

Other Council venues

There are numerous parks, gardens and reserves dotted around the Whakatāne District, with beautiful connecting walkways that are available for hire. Council maintains these open spaces, gardens and parks to a very high standard and takes pride in providing well-kept facilities like toilets, playgrounds and barbecue areas.

These areas include:

- Sports fields and swimming pools,
- Parks, gardens, reserves, walkways
- Coastal reserves and beaches

For further information and to view a full list of the parks and reserves; and halls available, visit

whakatane.govt.nz/services/parks-and-public-spaces and

whakatane.govt.nz/services/halls-hire



Bookings

For further information or to book, contact:

Open Places and Spaces

Whakatāne District Council

openplacesadmin@whakatane.govt.nz

Whakatāne, 3120

Ph: 306 0500

Event consents

Now that you have planned out the event, it is time to make sure all the appropriate permits, consents and licences are gained. You may need a resource consent if you're hosting an event on private land, a building consent if you're erecting a structure like a stage or marquee/gazebo bigger than 100sqm, a licence if there is alcohol involved, or a Traffic Management Plan and/or a Temporary Road Closure. There are a host of other considerations like noise control, waste management, health and safety and food licensing. These permits take time to go through the relevant processes, so to avoid disappointment ensure you apply ahead of time.

Here is a list of permits Whakatāne District Council requires event organisers to obtain prior to the event.

- Building consents
- Busking
- Fairground and amusement devices (including Land-borne Inflatables)
- Weddings
- Food vendors on open public land
- Food stalls
- Wild food
- Liquor Licence
- Noise management
- Waste management plan
- Special effects and pyrotechnics
- Hire of a mobile stage
- Ground penetrations
- Event parking
- Temporary billboards
- Temporary road closure and traffic management plans

There are conditions included clearly with the permits you obtain. Ensure you have read the fine print and understand the legal obligations, and that you adhere to the conditions of the agreement to avoid penalties or potential issues.

Building consents

Any structure, including tents, marquees, scaffolding, stages, fences, or signs, that is higher than one metre off the ground requires a building consent. Entrances and exits to any building or gathering area are required to be approved by a building inspector.

Use of temporary structures as places of public assembly

It is necessary to obtain a building consent for a marquee or tent exceeding 100m² in floor area; or when it is to be used for a period of more than one month. If a marquee is required the applicant will need to apply for a [Simple Building Consent \(Form 2\)](#) and complete a [Marquee Vetting Form](#). If the marquee will be erected outside normal Council working hours, the applicant will be responsible for the following conditions:

- A building consent is required and the site location has been approved
- Marquees are erected by **experienced** erectors
- Portable hand-held fire extinguishers to be available at all times and their locations signed
- Signs to be two metres from ground level
- Safety officers are to be appointed to ensure the safe use of the marquee, to ensure that furniture and fittings do not block exit ways, and in the event of an emergency, control and guide occupants to safety. NOTE: Designated officers should wear some form of identification
- If the marquee is to be used outside of sunset, emergency lighting and normal lighting must be installed

As part of your building consent form, you will be required to provide the following information:

- A site plan showing the location of the marquee to the nearest two legal boundaries and other buildings on site
- A floor plan showing the layout of the marquee seating arrangements etc. A minimum of two exits must be shown. (Exits must be to a clear place).
- Name/s of designated safety officer/s

For an application form and fees please contact:

Building Services
Whakatāne District Council
Ph: 306 0500
info@whakatane.govt.nz

Busking

Permission to busk in the CBD must be obtained from Whakatāne District Council and shop owner/s outside where you want which you want to busk. For approval to be granted, a letter needs to be written to the Regulations and Monitoring Team outlining the date, time and location of the proposed event including written permission from shop owners.

General conditions

- The busker is to operate in a manner that does not contravene the following Whakatāne District Council Consolidated Bylaw 2007 - Public Places, except with the prior permission of the Council or an authorised officer, and in accordance with any conditions that may be required, a person shall not:
 - a) Create a public nuisance by singing, busking or playing a musical instrument.
 - b) Create a public nuisance by using any loud speaker or other broadcast system or similar device.
- If you are too loud or the Council receives a justified complaint about the sound level, you will be required to turn it down or cease busking
- That any instruments/gear will not inhibit or obstruct the normal flow of pedestrians using the public footpath
- Emergency services must be given unrestricted right of way at all times
- A notice must be displayed stating your organisation and the purpose of the fundraising event at all times during the operation
- All the equipment and litter associated with your operation must be removed at the end of each session
- You must comply with any directions given by the Council's General Inspectors

For further information, contact:

Community Regulation team
Whakatāne District Council
info@whakatane.govt.nz
Ph: 07 306 0500

Fairground and amusement devices

Fairground and amusement devices, including land-borne inflatables (bouncy castles, inflatable slides etc.) can present significant health and safety risks to their users if installed and used incorrectly, or when the necessary guarding or electrical isolations have been removed. The age of the equipment can be a contributing factor to the level of risk. For all amusement devices, you must apply for a 'permit to operate' issued by Whakatāne District Council. Each amusement device in use must be accompanied by a certificate, issued by WorkSafe NZ, with a detailed risk assessment, and be maintained and fit for use.

Equipment must be constructed and operated to ensure users' safety. A site inspection will be required by the Council's Building Control Officer when construction is complete. Amusement device operators have to adhere to very strict guidelines, and must be able to present their compliance documentation to the Building Control Officer if requested.

Land-borne inflatables are not currently defined as an Amusement Device in regulations and therefore, are not required to be registered. However, by design and intent of their use, they provide amusement for members of the public. WorkSafe NZ outlines the duties of those operating these devices in the [Land-borne Inflatable Device Operating Requirements](#) bulletin on their website.

For more information, contact:

Building Services
Whakatāne District Council
Ph: 07 306 0500
info@whakatane.govt.nz

Weddings

The Whakatāne District is an exceptional place to hold a wedding, with some spectacular backdrops for your photographs and excellent venues to choose from.

If you would like to get married on one of our beaches or reserves, you will need to contact the Council and complete an application form.

Food vendors on open public land

As the event organiser you need food traders to provide you with copies of their current food certificates. Please forward this information to the Environmental Health Officer (EHO) at Whakatāne District Council for any follow up. If you have a large number of food sellers at your event, it is possible to book an Environmental Health Officer (EHO) to talk to your food sellers all together about what standards are required when selling food in public.

The type of food certificates can vary as new food rules phase in. Under the new Food Act 2014, food businesses will register their operation of a Food Control Plan or a National Programme with the Registration Authority (RA). The RA might be the local authority such as Whakatāne District Council, and if this is the case, we can readily confirm the operators' registration status. Or the RA might instead be the Ministry for Primary Industries (MPI) if the food business operates at multiple sites and in more than one district, e.g. a mobile food vendor. This may also need to be confirmed by an EHO.

Wild foods

Hunting and gathering wild food is a traditional part of New Zealand life for many. Wild food caught or gathered by you for you and your immediate family's consumption is also known as 'recreational catch'. Recreational catch is classed as non-commercial. There are risks from eating wild food or recreational catch. For this reason, it is illegal to sell recreational catch. If planning a wild food event, you must ensure hunters supplying meat are certified by MPI. Similarly, it is also necessary that those people processing wild food or recreational catch are also certified by MPI.

Hunters must be certified if supplying wild animal meat

Find out more about becoming a certified supplier of wild or game estate animals or a listed recreational catch service provider by visiting MPI's website: mpi.govt.nz

Sale of recreationally caught fish is illegal

It is illegal to sell recreationally caught fish.

Whitebait is the only exception.

For further information for food vendors and food stalls please contact:

Environmental Health Officer
info@whakatane.govt.nz

Ph: 07 306 0500

Food stalls

Fundraising food stalls are limited to a maximum of 20 events each year under Section 31 of the Food Act 2014. Under the Act, trading in food is permitted for profit once a year for those that do not normally trade in food. Whakatāne District Council needs to record fundraising and similar food stall activity in the district under the new food rules.

To help us do this, please complete a food stall permit and provide a copy to Council's EHOs. You can find this application at whakatane.govt.nz/services/environmental-health-and-liquor-licensing/food-and-catering

If planning a food stall on the street outside retailers or other businesses, then written permission from the business owner(s) must be obtained. See the section in the form that allows for this endorsement by the business owner or manager. If planning to have a food stall at a planned organised event or similar (not on the street, i.e. at a hall or on a hired Council reserve etc) then this endorsement is not required.

General matters for food stalls holders

- Food is safe and suitable for human consumption.
- A notice is displayed stating the purpose of the food stall at all times during the operation.
- The use of any loud-hailing or amplification equipment is not permitted.
- Public must not feel obliged to give or purchase the product. Avoid aggressive solicitation.
- The stall and related equipment must not impede the normal flow of pedestrians.
- Emergency services must be given unrestricted right of way at all times.
- All equipment and litter associated with operation must be removed at the end of operation.
- Comply with directions given by Council's officers.
- Take reasonable steps to prevent damage of land and property.
- That a groundsheet or mat is placed over the footpath under any barbecue or cooker etc to prevent cooking oils/fats, from staining or soiling the pavement surface

For application forms and more information please visit:

www.whakatane.govt.nz/services/environmental-health-and-liquor-licensing/food-and-catering

Liquor licensing

If you want to supply alcohol at your event, you will need to obtain a special licence. According to the Sale and Supply of Liquor Act 2012, anyone supplying or selling liquor outside of their residential property (e.g. outdoor spaces and community halls) requires a special licence. The Whakatāne District Licensing Committee can also be contacted to obtain up-to-date information on any current liquor bans.

A special licence is required if:

- Liquor is to be supplied or sold at any function where there is no existing on-licence or club licence in force
- Liquor is sold or supplied at any function on any unlicensed premises (local hall, parks/reserves) where the caterer does not have an endorsed off-licence
- Liquor is sold or supplied at a function in club premises to persons other than club members or guests
- Liquor is to be sold or supplied outside the hours indicated in an existing on-licence or club licence
- There is a function with 'ticket sales' – i.e., the cost of liquor may be included in the proceeds from the ticket sale

If you intend to serve and supply alcohol at your event, please contact the Whakatāne Licensing Inspector for advice and Special Alcohol licensing forms.

Licensing Inspector

Regulation and Monitoring Services

Whakatāne District Council

liquor.licensing@whakatane.govt.nz

Ph: 306 0500

For application forms visit

whakatane.govt.nz/services/environmental-health-and-liquor-licensing/liquor-licensing

Noise management

Events often generate noise, be it during event set-up, close-down and/or during the event itself. The Resource Management Act 1991 seeks to control noise and places a requirement on councils to respond to noise complaints (under the excessive noise provisions in the Act) and also to formulate District Plans. District Plans aim to safeguard people from 'unreasonable' or 'excessive' noise, while also recognising the rights of people and industry to make some amount of noise.

Any event planned that falls outside the criteria set in the District Plan for permitted activities might need resource consent. In the event resource consent is needed

(e.g. because noise from the event is likely to be greater than that catered for in the District Plan for the relevant zone), then an assessment of the likely noise effects and how this may be best managed by a Noise Management Plan might be needed. If needing to know more about the District Plan, resource consents, and where some events are catered for under the District Plan in terms of noise, then please talk with a Consents Planning Officer at Whakatāne District Council.

An example of a useful strategy that might be found in a Noise Management Plan (or any management plan) is the provision of key event management contact telephone numbers to Whakatāne District Council before the event. Then, if needed Council staff and/or contractors' can use these phone numbers to contact the key event people during the event if/when a concern or matter needs to be resolved.

For further information contact:

Monitoring Officer (Planning), Consent Planning Officers, or Environmental Health Officer, Whakatāne District Council
info@whakatane.govt.nz Ph: 07 306 0500

Special effects and pyrotechnics

For events that include special effects, it is the event organiser's responsibility to meet all relevant requirements for the use of special effects, for example community fireworks. The event organiser is the person in charge for the purposes of the Hazardous Substances and New Organisms Act, 1996 (HSNO Act) and its associated regulations.

Copies of applicable approved handler licences, approvals, evidence of notifications to relevant authorities, risk assessments and insurances must be included in the event safety plan and held on-site.

In some instances, special effects and pyrotechnics are subject to specific laws and regulations. These special effects may require a Display Test Certificate to be issued by a test certifier. Failure to obtain the Display Test Certificate will mean that the special effect cannot be permitted at the event.

The Display Test Certificate must be held with the documentation at the event site and if requested, a copy must be provided to Whakatāne District Council.

The fire risk associated with the use of pyrotechnics and how you will manage this risk must also be detailed in the fire management section of your event health and safety plan.

For more details, visit the [Worksafe NZ](http://WorksafeNZ) or contact 0800 376 234.

Mobile stage hire

When hiring Whakatāne District Council's mobile stage, please ensure it is used as intended and:

- do not overload the stage
- it is on flat ground
- the trailer connection is on properly before transporting it
- take all practicable steps to install or use the stage so that it is safe for its intended use
- report any faults with the stage to Council

Ground penetrations

It is the responsibility of the event organiser to ensure that prior to any ground penetration (for example, tent pegs, activities during the event or pack-in and pack-out that may penetrate the ground) that underground services such as electrical cables, gas lines and water pipes have been properly located. Visit [before u dig](#) and speak to Bay of Plenty Regional Council about the Hazardous Activities and Industries List (HAIL) for further information.

It is important to obtain written consent from the landowner before performing these operations.

For more information on ground penetrations and the mobile stage, contact:

Open Places and Spaces, Whakatāne District Council
info@whakatane.govt.nz

Ph: 07 306 0500

Event parking

If you need advice about parking areas for the event or need to find out what parking is available, you will need to contact the Whakatāne District Council's Parking Department.

You may need to have vehicles in parking spaces for longer than the stated time, to allow access for setting up and packing down. There are a few options to consider when planning the parking for your event.

Parking for public:

Parking restrictions will not be changed for the purpose of providing free parking for those attending the event. However, some options for public parking are:

- Arrange to use local schools, churches, halls etc.
- Advertising local parking lots as part of event promotion
- 'Park 'n' Ride' options if parking is far from the event
- Use of charter buses

Parking for event employees/participants:

- Arranging parking on nearby private properties
- Special 'event' parking area (these require a parking pass and marshals to staff the area)
- Use of charter buses
- Parking permits and/or temporary resolution (see below)

As a general rule, Whakatāne District Council does not provide parking concessions. Some concessions may be available for goods vehicles (e.g. cars, vans or trucks that are loading/unloading equipment etc.) for a specific event.

For any event, it is suggested that you contact and keep Council's Parking Department fully informed of possible parking problems or requirements. This will ensure that you are aware of your responsibilities as an event organiser and minimise the risk of parking fines during your event.

For further information and advice, contact:

Community Regulations team
Whakatāne District Council
info@whakatane.govt.nz

Ph: 07 306 0500

Temporary billboards

Letting people know about your event and where to find it can be a crucial to its success.

Along with online notifications, radio and newspaper advertising, you will probably want to use some signs or banners. It is important to realise that there are a number of Council requirements that relate to when and where you can place signs, and how big they can be.

Generally, people want to stay away from having to get resource consent for their signs, but if you have a big event then doing so can give you a lot of flexibility. If it is important for you to have signs larger than 3m² (1.5m x 2m for example, or say larger than the standard 2.4m x 1.2m sheet size), to have signs on display at many locations, or to put the signs up a long time before the event, then you should consider getting a resource consent.

Speak to the Duty Planner at Whakatāne District Council early in the planning stages of your event and they can help you with this decision.

If you can stay within the rules that permit temporary signs, you won't need a resource consent. These rules are quite detailed and they seek to make sure your signs do not endanger drivers or the public and do not look untidy or visually dominate the landscape.

- Temporary signage
- Allow signs of 3m² or less, but
- Have restrictions on small lettering size (they have to be easy to read)
- Overly distracting signs are prohibited (like those that flash or rotate)
- Cannot be placed near traffic signs (intersections and roundabouts are out) or otherwise obstruct a driver's view
- Can only be put up 30 days before your event

To apply for permission to place a sign within the Whakatāne District regarding your event, include the following information:

- Organisation name
- Contact person
- Address
- Phone and email
- Size of the sign
- What information will be in the sign (example or sketches)
- How they are built and the materials used
- Proposed location
- How they are to be fixed to the location desired

For further information, contact:

Planning
Whakatāne District Council
info@whakatane.govt.nz
Ph: 306 0500

There are businesses in the Whakatāne District that offer billboard space around town and this is controlled through a booking service directly with the business.

- Law Creative
- Julian's Berry Farm

Types of signage that Whakatāne District Council can help you with include:

- Event banners in the CBD
- Street flagpoles

For further information on event signage, contact:

Kim Fort, Event Development Advisor
Whakatāne District Council
info@whakatane.govt.nz
Ph: 07 306 0500

For event banner bookings contact:

Law Creative
office@lawcreativegroup.co.nz
Ph: 07 308 0095

Temporary road closure and traffic management plans

Contact the Transportation team if you are organising an activity or event that may:

- Affect vehicle or pedestrian traffic
- Increase traffic to a specific area
- Require a road or footpath to be partially or fully closed
- Require signage next to a road

If an activity or event is likely to change or impact the normal use of the road and/or footpath, then the event holder is required to obtain and submit an approved traffic management plan.

Typical types of events/activities that require permissions are:

- Parades, street celebrations or cultural events
- Educational i.e., conferences, awards
- Sports events – races, walking, tournaments
- Markets
- Protest, rally or march etc.

If you are unsure if your activity and/or event will have an impact, please contact us.

Traffic Management Plans must be provided by a suitably qualified person authorised (STMS qualified) to submit plans. Council can assist with providing contacts of STMS qualified persons. Traffic management professionals can also advise on:

- What resources are required
- Whether the use of volunteer marshals is acceptable
- Sourcing the required signage
- Sourcing barriers and high visibility clothing

For an event that may require a road closure, Council requires a written application at least 12 weeks prior to the activity to satisfy legislative requirements.

Permission to close a road is not guaranteed and dependent on:

- The nature of the event
- Locations of closure (impact to the public)
- If objections are received from the community

If your event/activity is on a State Highway you will also need to contact [Waka Kotahi NZ Transport Authority](#)

There are costs associated with traffic management plans and temporary road closures, which the event organiser will be required to pay.

For further information or an application form, contact:
Transportation Team, Whakatāne District Council
roading@whakatane.govt.nz Ph: 07 306 0500

Health and safety planning



Events are a workplace for some and a leisure activity for others. They range from family days in the local park to musical events, festivals, fireworks displays, carnivals, sporting events, street parades, exhibitions and so on. As an event organiser, it is your responsibility to ensure the health and safety of everyone at your event and therefore, you need to show how you will meet the requirements of the [Health and Safety at Work Act 2015](#) (HSWA).

The new Health and Safety Reform bill came into force in April 2016. When you run an event on public land, you have a duty of care towards all people on your event site: whether they are members of the public, event participants, workers or volunteers; and you must prepare a Health and Safety Plan to manage any hazards to the people working at the event, and members of the public attending.

Your health and safety plan needs to be appropriate for the level of risk related to the event. So, if you are holding a cross country sporting event your requirements will differ to a festival held in the centre of town with food vendors and stall holders.

Regardless of the type of event you are holding, here are some points to consider adding to your written Health and Safety Management Plan:

1. A description of the event
2. Medics and first aid
3. Crowd control
4. Electrical sound and lighting
5. Emergency procedures
6. Environmental effects on people
7. Events team
8. Stakeholders - staff/ contractors/ volunteers and sponsors
9. On the day communications
10. Temporary staging and structures
11. Stallholders/ vendors
12. Traffic management and parking
13. Emergency vehicles
14. Waste management
15. A site map

See page 24 of this manual for a [Health and Safety Planning checklist](#).

ONLINE HELP

Visit the WorkSafe NZ website to view a quick reference guide ([HSWA Quick Reference Guide](#)) that summarises the key components of the Health and Safety at Work Act 2015 (HSWA), including the roles and responsibilities of businesses, officers, workers and others managing workplace health and safety. It specifically focuses on health and safety risk management and how HSWA concepts support businesses with managing their risks.

All levels of Health and Safety planning will need to identify what the hazards are in each aspect of the event and how they will be managed.



Assessing risks and hazards

Event organisers should be able to identify hazards (or potential hazards present) at their event and take steps to eliminate, isolate or minimise these. Everyone involved in the event should be informed and aware of the risk management process. The event team and organisers, contractors, volunteers, participants and spectators all have a role to play in risk management, and event organisers need to inform all those involved of their roles and responsibilities.

Some important points to consider

1. You have a system in place for the identification, assessment, control and review of hazards before and during the event. To help you with your safety plan and risk assessment you may wish to use the safety plan template provided by Council.
2. Health and safety responsibilities are assigned to designated staff including volunteers.
3. All staff working at the event location have the necessary knowledge and skills to perform their job adequately, or will be adequately supervised.
4. A plan is in place to inspect the event location to ensure that the venue is safe prior to the event.
5. An accident register is kept on-site.
6. An emergency plan designed for the event is in place for dealing with a variety of emergencies.
7. A health and safety briefing is carried out with staff (including volunteers) prior to each session of the event, and is documented.
8. A system is in place with the collaboration of all partners and suppliers to ensure the public is not endangered by activities carried out at the event venue.

The best way to do this is with a risk analysis-based safety plan. A hazard is anything with the potential to cause harm. Risk analysis is the process by which you determine the likelihood that these things could happen.

Potential hazards could include (but are not limited to):

- Fire risks, equipment or procedures
- Slipping, tripping or falling
- Equipment/machinery/vehicles
- Chemicals or hazardous substances
- High noise levels
- Electrics or cables
- Alcohol/drugs (participants, volunteers, staff)
- Insufficient light, heating or ventilation
- Heavy lifting and moving or equipment
- Venue location (proximity to roads etc.)
- Weather

Some steps to hazard management

1. Identify hazards and their causes
2. Identify controls for each hazard
3. Perform a risk analysis (is it a high, medium or low risk)
4. Evaluate the hazards
5. Write a risk management plan (including who is responsible)
6. Implement and communicate the risk management plan
7. Monitor (during pack-in, the actual event and pack-out)
8. Review

If you are hiring a Council hall or reserve you are required to produce a Health and Safety Plan which includes a risk management form. Whakatāne District Council has a risk management template that may be helpful.



Health and safety planning checklist

1

Description of your event

Describe your event

- a. Its location
- b. Type of event
- c. The programme
- d. Event pack-in and pac-out timings

2

Medics and first aid

Include

- a. First aid details (members and qualifications of personnel)
- b. Organisations attending i.e, St John
- c. Key emergency contacts and how recording of incidents will occur

3

Crowd control

Prepare and write plans for

- a. The protection of pedestrians, spectators, participants, media, VIPs, access routes
- b. Security – list their responsibilities
- c. Police – prepare police briefings
- d. The location of fencing/barricades
- e. Managing and dealing with alcohol
- f. Total anticipated crowd numbers
- g. Site plan

4

Electrical sound and lighting

Identify

- a. Where isolation is required – circuit breakers/RCD/distribution boxes
- b. Tripping hazards – cable covers over power cords in high pedestrian usage areas
- c. Back-up power supplies and contingencies
- d. The location of fencing/barricades



Emergency procedures

Prepare plans for

- a. Emergencies (bomb threat, fire, earthquake)
- b. Hazardous substances – notify the fire service where appropriate
- c. Health and safety planning includes information gathering, plan writing and hazard identification and recording



Environmental effects on people

Think about the effects of wind/rain and UV protection

- a. Prepare and disseminate advice if necessary
- b. Consider water and sunscreen stations



Event team

Identify management teams and their roles

- a. Event organiser/ manager
- b. Safety manager/ committee
- c. Marketing and promotions manager
- d. Legal manager - responsible for permits and consents
- e. Logistics manager



Stakeholders

Identify sponsors/ staff/ contractors/ volunteers and review their information and personal comfort needs

- a. Provide health and safety briefings/training to all staff, contractors and volunteers
- b. Responsibilities – are they clear and fully explained and appropriate to the role of the person
- c. Refreshment/catering – have drinks and food available for your staff and volunteers
- d. Training in health and safety – outline in detail the planning required



On the day communications

Identify how you plan to communicate during the event with

- a. Your event team
- b. Stakeholders/ stall holders
- c. Medical teams/ police
- d. Fire wardens

Include participants' information requirements during the event

10

Temporary staging and structures

Evaluate and identify issues and potential hazards

- a. Dimensions of structures and stages
- b. Ground stability
- c. The size of sets, their weights and stability

11

Stallholders/ vendors

Evaluate and identify issues and potential hazards

- a. Permits – ensure your vendors/stallholders have correct food licence/permits from the local council

12

Waste management

- a. Toilet facilities
- b. Rubbish collection/ removal

13

Site map

Include

- a. Location of all equipment
- b. Entrances and exits
- c. Emergency services locations
- d. Information centre
- e. Event headquarters

For more information and advice visit these useful websites:

[WorkSafe NZ](#)

[Site Safe](#)

[Sport NZ](#)

14

Traffic management and parking

Ensure you cover all of the following elements.

Traffic management plan

- a. Signage
- b. Public notifications

Marshalls

- a. Placement and location
- b. Hi-visibility vests
- c. Safety briefing plan
- d. Access routes
- e. Remove any obstructions and obstacles
- f. Cone off/sign post hazards
- g. Pedestrian management
- h. Spectator management
- i. Team buses

Parking management

- a. Marshalls/drop-off zone
- b. Disability parking
- c. VIP parking
- d. Media parking
- e. Spectator parking
- f. Team parking

Emergency vehicles

Access to site for emergency vehicles

Visit

ORGANISING AN EVENT

for event Health & Safety/Risk Management templates and helpful examples.

COVID-19 related risks

Our recommendation is to visit the following links to ensure you have current information regarding COVID-19.

COVID-19 Protection Framework (Traffic Light System)

covid19.govt.nz/traffic-lights/covid-19-protection-framework

Events and Gathering Guidelines

business.govt.nz/covid-19/covid-19-protection-framework/events

Whakatāne District Council COVID-19 Information

whakatane.govt.nz/residents/covid-19

Event Sector Voluntary Code

majorevents.govt.nz/assets/Major-Events/new-zealand-event-sector-voluntary-code.pdf

COVID-19 My Vaccine Pass

covid19.govt.nz/covid-19-vaccines/covid-19-vaccination-certificates/my-vaccine-pass

COVID-19 Scanner App

tracing.covid19.govt.nz

NOW
*make it
happen!*

WHAKATĀNE AND ŌHOPE

Everything under the sun

NORTH ISLAND,
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WHAKATĀNE



45-minute flight
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60-minute drive
from Tauranga & Rotorua

Auckland



Tauranga



Rotorua



Whakatāne &
Ōhope Beach

Whirinaki
Te Pua-a-Tāne



Visitor
Information

WHAKATĀNE VISITOR CENTRE

Corner of Quay Street and
Kakahoroa Drive, Whakatāne

Phone: 306 2030 or 0800 942 528

whakataneinfo@whakatane.govt.nz

whakatane.com