Ashfield Council

Sustainable Event Management Policy

This Policy will be reviewed triennially by:

Next review date: October 2016

Title:	Sustainable Event Management Policy
Summary:	This Policy outlines how Ashfield Council is committed to ensure all events within the Ashfield Local Government Area are organised and conducted in a sustainable manner.
Record Number:	
Date of Issue:	October 2014
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Contact Officer:	Team Leader Sustainability
Relevant References:	
Main Legislative or Regulatory References:	Local Government Act 1993
Applicable Delegation of Authority:	
Related Ashfield Council Policy:	Sustainable Ashfield – Principles of ESD
Related Ashfield Council Procedure:	

Policy Background

Ashfield Council is proud to provide a variety of events and civic functions enabling our community to celebrate its diversity, promote cultural and economic vitality and celebrate our local environment. Council also hosts many events that enable elected Councillors and staff to fulfil their commitment to the community by facilitating meetings with community members, internal staff and other professionals.

Ashfield Council under the *Sustainable Ashfield* Policy is committed to the principles of Ecologically Sustainable Development (ESD) in all areas of Council responsibility – as required by the *Local Government Act 1993* (see 'Definitions' section for further information).

Through implementing this Sustainable Event Management Policy, Ashfield Council seeks to take a leadership role in environmental sustainability, as well as educating and engaging the community in environmental sustainability.

Policy Purpose

This Policy will focus on ensuring that Council events are environmentally sustainable. The Policy will assist event planning and management, through consideration of the environmental, economic, social and governance aspects of all events.

Policy Scope

This Policy applies to all events delivered by Council or involving people acting on behalf of Council. Groups using Council facilities and those working in partnership with Council should also consider the principles of this Policy.

The '*Guidelines for Sustainable Event Management*' document accompanies this Policy to assist people organising a Council event. This document will detail how an event can be planned and implemented to be environmentally sustainable.

For more information regarding events as defined by this Policy refer to Appendix A.

Objectives

The objective of this Policy is to ensure that all Council events are planned and implemented in accordance with the principles of sustainable event management, thereby minimising the environmental impact of events.

Implementation and Access

To implement this Policy, Council will:

- Establish and maintain event procedures that detail the actions required to satisfy this Policy.
- Train and educate Council staff and community event organisers about the Policy and associated procedures.
- Measure and report on appropriate key performance indicators to assess the effectiveness of the Policy and allow continuous improvement.

Principles

Ashfield Council is committed to the following principles that will help to ensure the sustainability of events in the Ashfield Local Government Area:

- Minimise impacts on climate change.
- Maximise resource recovery by following the waste hierarchy (avoid, reduce, reuse, recycle).
- Minimise energy consumption.
- Minimise water consumption.
- Sustainable procurement to reduce the adverse environmental, social and economic impacts of purchased products and services.
- Reduce the carbon footprint through incorporating public transport and active transport into event planning.
- Educate and empower event staff, visitors and participants about sustainable event practices.

Application

- This Policy and supporting materials provides a framework by which event organisers, whatever the scope or profile of their event, can identify and implement appropriate actions which reflect sustainability principles.

- This Policy and supporting materials are to be used as a tool to guide decision making. Compliance with the Policy should not be interpreted as conferring approval or consent for the staging of an event. The Policy provides guidance to event organisers, whether they are Council staff, community organisations or private individuals, to encourage the planning and management of safe, socially responsible and environmentally sustainable events.

- This Policy recognises that Council is in a position to positively influence those events which are held on Council property, are hosted by Council, financially sponsored by Council, or which require development consent or regulatory approval. In these contexts, Council may require event organisers to implement actions outlined in the Guidelines for Sustainable Event Management document.

- This Policy provides a framework for sustainable event planning and management. As such it should be applied to all events within Ashfield, whether organised by Council staff, community groups or business entities, whether events are located on private or public lands, or whether they are conducted for profit or non-profit purposes.

- The Policy acknowledges that events will differ in size and purpose. Each event will face different procurement, energy supply, water use, public safety, communication, transport, traffic, environmental, and waste disposal issues. The intent of this Policy, and Guidelines for Sustainable Event Management, is to help organisers to tailor practical, affordable and sensible solutions to implement the objectives of this Policy.

Definitions

- Ecologically Sustainable Development (ESD) - While there is no universally accepted definition of ESD, in 1990 the Commonwealth Government suggested the following definition for ESD in Australia: 'Using, conserving and enhancing the community's resources so that ecological processes, on which life depends, are maintained, and the total quality of life, now and in the future, can be increased'. [1]

- Principles of Ecological Sustainable Development – requires the effective integration of economic and environmental considerations in decision-making processes (Local Government Act 1993, Environmental Planning and Assessment Act 1979).

- Carbon Footprint – The carbon footprint provides a measure of greenhouse gas emissions (in tonnes of CO_2 equivalent) of a particular activity. Use of the carbon footprint measure can enable comparison of the merits of different options during event planning, as well as measurement of the impact of certain activities, event components or even entire events in terms of greenhouse gas emissions.

- Active transport - Active transport is a term used to describe physical activity undertaken as a means of transport, for example walking or cycling. Active transport can also include using public transport, as this often involves some walking or cycling to get to and from stations and bus stops.

- Sustainable Procurement – Sustainable procurement means that the environmental impacts of goods and services are taken into consideration when purchasing them. Considerations can include ensuring materials are made from renewable resources; minimising product packaging; and considering the distance that products have travelled to reach their final destination.

[1] http://www.environment.gov.au/about/esd/publications/strategy/intro.html

Appendix A – Categories of 'Events'

The Sustainable Event Management Policy objectives, '*Guidelines for Sustainable Event Management*' document and the '*Sustainable Events Checklist*' should be used when organising an event.

For the purposes of this Policy, events can be understood as:

- Civic Events: Events hosted by Council as part of Council governance (e.g. Council meetings, Council Committee meetings); to commemorate special occasions (e.g. Australia Day events), raise awareness of issues and celebrate achievements and milestones (e.g. citizenship ceremonies, award ceremonies).

- Council Staff Functions, Training and Meetings: Meetings in Council office locations (e.g. Civic Centre, Depot) involving Council staff and/or other professionals (e.g. Council staff meetings, Executive and Program Managers Group meetings, meetings with internal Council staff, meetings with external professionals).

- Community Engagement Functions: Meetings and events held by Council in order to facilitate to community engagement (e.g. community consultation on Council plans, meetings and workshops with the community regarding Council projects and plans).

- Major Events: Public events organised by Council that may attract of significant attendance from local residents and visitors, and may receive external media attention (e.g. Carnival of Cultures, Food Festivals, Australia Day celebrations, Sydney Writers Festival).

- Minor Events: Public events organised by Council or the community in partnership with Council, generally aimed at a local audience (e.g. environmental and youth workshops, Artist in Residence workshops and events, Authors at Ashfield events).

- Council Programs: Ongoing programs administered by Council or by external groups in partnership* with Council (e.g. Red Bug Playgroup, Youth Theatre).

- Community Events: Events organised by community groups, with some support from Council, or using Council facilities.

- Other events: Events planned by Council, held on Council premises or involving people representing Council that are not captured within the above event types.

Ashfield Council under the *Sustainable Ashfield* policy is committed to the principles of sustainability in all areas of Council responsibility – as required by the *Local Government Act 1993*. The Sustainable Event Management policy further supports these principles through consideration of issues such as products used, waste collection, management systems, catering choices, carbon reduction, marketing options, social impacts and financial management in all Council events.

The following guidelines apply to all Council employees, and events delivered or supported by Council involving people acting on behalf of Council, including:

- Civic Events
- Council Staff Functions, Training and Meetings
- Community Engagement Functions
- Major Events
- Minor Events
- Council Programs

COMMITMENTS

1. Venue

Venue selection and location can influence the environmental, social and economic impacts of running an event. When planning an event, consider the following options before choosing the venue:

- Where possible choose a venue that is easy to access for people using public transport, walking or riding a bicycle. The venue should also cater for people with disability.
- Small scale events may not require all participants to be physically located in the same location. Telephone and web conferencing allows participants to share ideas from separate venues, saving time as well as transport related emissions.
- Ensure the venue size is suitable for the event and the number of people attending. The venue should not be too large that it will require additional power and resources to run the event.

2. Transportation

The following tips will help reduce the environmental impacts from transportation to your events:

- Encourage shared transport options including carpooling and public transport. For events at Ashfield Council's Civic Centre, inform participants that Ashfield Train Station is a short 200m walk.

- Provide relevant public transport information for all participants. Sydney public transport information can be found at http://www.transportnsw.info/ or by calling 131500.

- Encourage cycling or walking to the event. Information on local cycle paths and bicycle safety information can be found at:
  http://www.ashfield.nsw.gov.au/page/cycling.html Hard copies of local cycling maps are available at Council's customer service or by contacting Council's Sustainability Department, email sustainability@ashfield.nsw.gov.au

3. Equipment and Supplies

The type of equipment, supplies and products used will influences the environmental, social and economic impacts of all events. Prior to choosing equipment, supplies and products for an event, please consider the following points:

- Consider the life cycle of all equipment and only use what is required.

- Where possible source and bulk order equipment and supplies from local distributers to minimise greenhouse gas emissions produced from transport.

- Where possible, choose equipment and supplies:
  - Made from recycled and/or organic materials,
  - Made locally,
  - Have minimal packaging,
  - Are quality, durable and reusable,
  - Can be recycled / or are biodegradable,
  - Are energy efficient.

- Purchase sustainable packaging from local distributers (Appendix B).

- Minimise the amount of printed material available during your event. Paper can be minimised by supplying information to attendees electronically where possible.

- Encourage recycling materials to all participants.

Outdoor Events

A filtered water refill station should be used at large outdoor events. The filling station allows people to refill their own water bottle. Contact Ashfield Council's Sustainability Department for more information and use of the water refill station.

Provide all stall holders selling food at Council's large outdoor events (i.e. Food Festival and Carnival of Cultures) with a 'Going Green' fact sheet (Appendix A). This fact sheet provides stall holders with the preferred reusable, biodegradable or recyclable packaging and food ware to be used at these events. A list of local sustainability packaging distributers can also be provider to event stall holders (Appendix B)

4. Catering

The production and transportation of food can have detrimental environmental outcomes. Selecting an appropriate food type and quantity of food are some of the most important elements of a sustainable event.

When organising catering for an event please consider the following points:

- Always cater to the number of people attending. Do not over cater.
- Select healthy, sustainable food (fresh, locally produced, seasonal, fair trade, and not individually wrapped items).
- Ask attendees to advise dietary requirements (including any allergens)
  in advance to avoid food wastage.
- Choose caterers that can provide vegetarian, vegan, gluten free and ethical menu options.
- Provide jugs and glasses for water instead of bottled water where appropriate.
- Use reusable serving ware (plates, cups, cutlery etc.) where possible.
    - Council staff can use a catering kit containing reusable crockery and cutlery for events up to 20 people. The kit can be borrowed from the Sustainability Department on level 5.
- Small amounts of leftover food from events or meetings can be taken back to staff kitchens to be consumed by peers.
- Unwanted food can be taken to the worm farm located in Council's basement (see Appendix C to learn what foods can go to the worm farm).

Food and Catering at Outdoor Events

- Significant amounts of leftover food can be donated to OzHarvest. Please call 02 9516 3877 or email foodpickup.syd@ozharvest.org for more assistance.
- Discuss with Council's Sustainability Department and Waste's Services about providing organic waste facilities at outdoor food events.

Useful catering and sustainable food information can be found at the following links:

www.australianorganic.com.au

www.choosewisely.org.au

www.sustainableseafood.org.au

www.fairtrade.com.au

www.organicfooddirectory.com.au

www.sustainabilitysystems.com.au

5. Waste Management

To help minimise the amount of waste generated at events, follow the waste hierarchy "**avoid, reduce, reuse, and recycle**" before, during and after your event.

To assist with the correct disposal of waste generated at events, consider the following points:

- Ensure recycling and waste bins are available at your event and are easily accessible. This may includes green waste bins that can be emptied at Council's basement worm farm (see Appendix C to learn what foods can go to the worm farm). Please contact Sustainability Department if you require assistance locating these bins.
- Ensure there are sufficient numbers of bins that are clearly labelled indicating type of bin (recycling, green waste or general waste).
- Please advise participants at the event where the bins are located and ensure that waste is disposed of correctly.

Waste at Outdoor Events

- Ensure waste and recycling facilities are placed in prominent easy to access locations.
- Organise with Council's Waste Services Department the use of bottle chute recycling lids, this will prevent waste contamination entering recycle facilities.

- Ensure all bins are adequately labelled.
- Arrange for bins to be regularly emptied and not overflowing throughout the event.
- Provide a cardboard packaging collection to vendors at large outdoor events. Organise this service with Council's Waste Services Department and ensure all stall holders are aware of this service prior to the event.
- Discuss with Council's Sustainability Department and Waste Services about providing organic waste facilities at outdoor food events.

Event Clean Up

As the event coordinator you must ensure the cleanliness of the site or room and make sure it is left in a satisfactory condition at the conclusion of your event.

6. Event Promotion

Promoting your event can use a lot of resources. Before promoting your event, please consider the following options:

- Consider whether printed promotional materials are the most effective form of communication before printing.
- Where possible use double sided printing.
- Use recycled paper.
- Distribute event information via email, social media websites (e.g. facebook / twitter), advertisements and media releases in locally distributed newspapers where appropriate.
- Create and display reusable signs and banners in areas of high visibility.
- Promote the sustainability of your event wherever possible by:
  - Clearly label all sustainability measures e.g. signs on bins, signs indicating when food is organic, fair-trade and/or local produced.
  - Include information on sustainability measures in promotional materials and media opportunities.
  - Provide information about sustainability measures incorporated into the event, for example the use of organic, fair trade and/or local foods, recycling bins, composting collection points, water filling stations etc.

7. Water and Energy Use

Events can become energy and water intensive. It is important to develop measures to minimise water and energy use and to let vendors and participants know of these measures. To minimise the events energy and water usage, consider the following tips:

- Ensure lights and other electrically equipment is switched off when not in use.
- Wherever possible use natural ventilation instead of air conditioning.
- Seek venues with natural or energy efficient lighting.
- For outdoor events, investigate the use of biodiesel powered generators.
- Monitor water and energy use throughout your event.
- Consider offsetting the energy consumption and travel associated to your event.

Useful information can be found at the following links:

www.greenpower.gov.au

www.greenfleet.com.au

www.savewater.com.au

www.livinggreener.gov.au

Appendix A – Going Green Fact Sheet

Ashfield Council
towards sustainability

Going Green

Ashfield Council is committed to sustainability and increasing its commitment to environmentally-friendly Council events and functions. Our goal is to reduce waste, and minimise water and energy consumption. Council will be working with all stall holders and contractors to ensure that [*insert event name*] is a sustainable event.

All stall holders are strongly encouraged to use reusable, biodegradable or recyclable packaging and food ware.

Item	Accepted Materials	Don't use
Plates or takeaway containers	✅ Paper or cardboard plates ✅ Sugarcane plates ✅ Cardboard food trays ✅ Noodle boxes	Plastic plates Plastic takeaway containers
Cups	✅ Paper cups ✅ Sugarcane cups	Polystyrene cups Plastic cups
Cutlery	✅ Cornstarch cutlery ✅ Wooden cutlery	Plastic cutlery
Bags	✅ Paper bags ✅ Fibre bags ✅ Cornstarch bags	Plastic bags
Bottles and cans	✅ Aluminium cans ✅ Steel cans ✅ Glass bottles ✅ Recyclable plastic bottles	

Council will be doing its bit by:
- Providing recycling bins
- Free secure bike parking
- Encouraging public transport
- Native tree giveaway
- Recycled paper used on posters and postcards

Council appreciates your support in making this a green event.

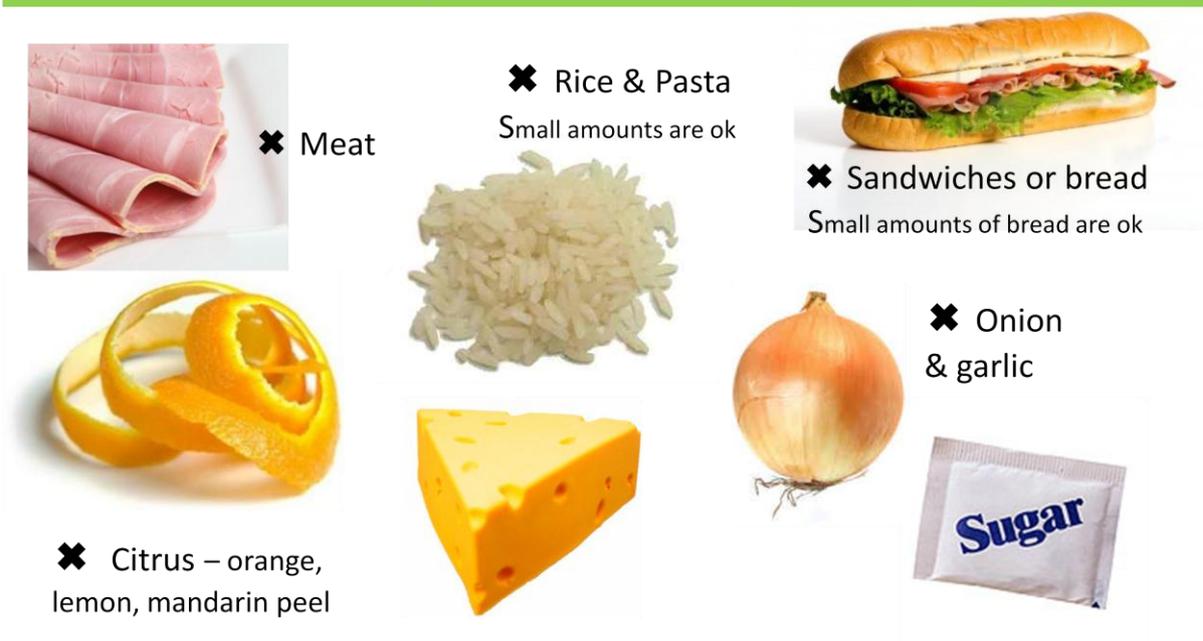**Appendix B – Preferred list of local sustainability packaging distributers.**

Product	Company	Contact Details
Paper and reusable bags	Bee Dee Bag Australia	Sydney Showroom 448 Botany Rd, Alexandria, NSW 2015 Phone: 02 9699 9488 http://beedeebags.com.au
Paper bags, cups and food containers	Detmold / Detpak Packaging	Level 1, 396 Lane Cove Road Macquarie Park, NSW 2113 www.detpak.com
Reusable bags	Fresh Green Bag	PO Box 905, Concord NSW 2137 Email: sales@thefreshgreenbag.com.au Phone: 0297363274 Mobile: 0411288961 www.thefreshgreenbag.com.au
Paper bags and food containers	Kent Paper	Email: info@kentpaper.com.au Phone: (02) 9949 6666 www.kentpaper.com.au
Paper bags	Paper Pak	Level 1, 396 Lane Cove Road, Macquarie Park NSW 2113 Phone: (02) 8898 3000 Toll Free: 1800 088 258 www.paper-pak.net
Recyclable PET	Premier Northpak	13-15 Edinburgh Road Marrickville NSW 2204 Phone: 02 8596 8100 www.premiernorthpak.com.au
Paper bags, cups and food containers	Sydney Packaging	16 Day Street North, Silverwater, NSW, 2128 Phone: 02 8737 8444 www.sydneypackaging.com.au

Appendix C – Worm Farm information sheet.

Worm Farm Bin

YES   The following items **can** be placed in this bin

✔ Fruit

✔ Vegetables

✔ Coffee Grounds

✔ Tea Bags

NO   The following items **can't** be placed in this bin

✖ Meat

✖ Rice & Pasta
Small amounts are ok

✖ Sandwiches or bread
Small amounts of bread are ok

✖ Onion & garlic

✖ Citrus – orange, lemon, mandarin peel

Sugar

Ashfield Council is committed to sustainability and increasing its commitment to environmentally-friendly Council events and functions. Our goal is to reduce waste, and minimise water and energy consumption.

This Sustainable Event Checklist is a simplified tool to assist event organisers when planning an event. For more guidance on the following points please refer to the Guidelines for Sustainable Event Management document. After your event please return the completed checklist to Ashfield Council's Sustainability Department.

1) VENUE SELECTION	YES	NO	N/A
Did you consider the use of telephone or web conferencing?			
Is the venue size suitable for the event?			
Is the venue accessible for attendees walking or using public transport			
Does the venue have bike parking facilities?			
Does the venue have energy efficient measures in place for lighting and ventilation?			
Does the venue have safe drinking water (for re-fills) instead of individual bottles?			

2) TRANSPORT	YES	N0	N/A
Did you promote sustainable modes of transport to attendees (i.e. public transport, walking, cycling, and carpooling)?			

3) EQUIPMENT, SUPPLIES & MATERIALS	YES	NO	N/A
Did you source materials from local suppliers?			
If new items were purchased for the event, were they made from sustainable materials and / or sourced from local suppliers?			
Did you provide event information electronically (i.e. email, power-point presentation) to prevent printing materials?			
Did you provide stall holders / vendors with a copy of the 'Guidelines for Sustainable Event Management' fact sheet?			
If printing materials were required, did you print double sided using recycled paper?			
Did you encourage event participants to use sustainable materials / equipment?			

4) CATERING	YES	NO	N/A
Did you source catering from a local supplier?			
Did you cater for the correct number of attendees?			
Did you provide catering that is healthy, includes vegetarian, vegan, gluten free and ethical options, and where possible use seasonal produce?			
If the event is for less than 20 participants, did you use the Sustainability Departments plate and cutlery kit (from level 5) for the event?			
Was reusable, recyclable or biodegradable crockery and cutlery available?			
Did you provide water jugs and/or encourage event participants to bring their own bottles that can be refilled at the event?			
Did you ensure minimum packaging of food supplied?			
Was safe and edible food leftover from your event offered to non attendees?			
Did you take any unwanted food to Council's basement worm farm or arrange food to be collected by OzHarvest?			

5) WASTE MANAGEMENT	YES	NO	N/A
Did you provide recycling, general waste and green waste bins at your event?			
Were all bins clearly labelled and located in prominent easy to access locations?			
Were bins regularly monitored to avoid overflowing?			
Did you provide cardboard recycling facilities to vendors at your event?			
Did you provide organic waste facilities?			

6) EVENT PROMOTION	YES	NO	N/A
Did you consider using marketing materials that limit the amount of paper required such as advertising via email lists, social media or Council's website?			
Was any event signage displayed on reusable materials?			
Did you promote the sustainability initiatives of your event to attendees?			

7) WATER AND ENERGY USE	YES	NO	N/A
Did you monitor water and energy use during the event?			
Did you source power from '*green energy*'?			
Did you turn off all power, lights and equipment when not in use?			

8) AFTER THE EVENT	YES	NO	N/A
Did you turn off all power, lights and equipment?			
Was the venue returned to its original state?			

Please return the completed checklist to Ashfield Council's Sustainability Department.