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CIVIC EVENTS POLICY

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Responsible Officer:	Manager Tourism and Major Events
Owner:	Tourism and Major Events
Responsible Director:	Strategy and Growth
Relevant Legislation/Authority:	Nil
DOCSETID:	4754598

1. PURPOSE

The purpose of this policy is to outline the categories of Civic Events facilitated by the City of Greater Bendigo and the application guidelines to be adhered to for internal and external stakeholders.

2. BACKGROUND

The City is committed to celebrating and promoting civic pride within our community. Civic events facilitated by the City of Greater Bendigo include civic receptions with an important guest of honour, receptions that recognise an extraordinary contribution to the community, community celebrations of openings, initiatives and events and citizenship ceremonies.

3. SCOPE

This policy applies to all staff at the City of Greater Bendigo and community organisations applying to have a Civic Event held on their behalf to recognise a significant milestone achievement or occasion.

4. DEFINITIONS

A Civic Event is an impartial, planned, implemented and delivered high calibre event of significance to the City of Greater Bendigo where the Mayor of City of Greater Bendigo (the Mayor) is the invitee and host.



5. PRINCIPLES

A Civic Event is hosted by the Mayor. Invitations to the event will be sent by the Civic Events Officer, on behalf of the Mayor.

If a request to host a Civic Event is received by the Mayor or a Councillor from an internal unit or external community organisation, it is the responsibility of the requesting internal unit or community organisation to complete the Civic Events Request Form.

6. POLICY

6.1 Category of Civic Event

i. Civic Reception

Requires a minimum notification period of 12 weeks prior to the event

A Civic Reception is the highest level of Council function, which involves the guest(s) of honour and invited guests approved by the Mayor. These are formal occasions with formal proceedings to be adhered to. The following dignitaries are within this category:

- The Queen or her Heirs as the Sovereign of Australia
- Governor-General
- Governor of Victoria
- Prime Minister
- Premier of Victoria
- Ambassadors
- Consuls and Consul-Generals
- International Religious and Political Leaders
- Mayoral Induction
- Special dignitaries

Arrangements may include “full silver service” if appropriate and includes but not limited to, professional caterers and waiting staff, road closures, transport, reserved parking, decorations, flowers, shrubbery/greenery, security, photographer, Mayoral robes, formal speeches, MC, gift, banners, entertainment, national anthem (if applicable), Welcome to Country, other cultural requirements, dress code, invitations, rsvp’s, name tags, place cards and function host/ess.

ii. Recognition Reception

Requires a minimum notification period of 8 weeks prior to event

A Recognition Reception typically includes the following:

- Australian Honours Recipients/other official ceremonial events with a City of Greater Bendigo connection approved by the Mayor and/or Chief Executive Officer.



- Key leaders and officials of significant state and national events being held in Bendigo as recommended by and approved by the Mayor and/or Chief Executive Officer.
- Acknowledge an outstanding and extraordinary contribution to the local Greater Bendigo community (e.g. sporting, arts, culture, business, welfare, religious, political) of a person or group recommended by and approved by the Mayor and/or Chief Executive Officer.

Arrangements may include, but not limited to professional caterers and waiting staff, reserved parking, shrubbery/greenery, banners, MC, formal speeches, Welcome to Country, other cultural requirements, invitations, rsvp's, name tags and function host/ess.

iii. Civic Launches, Openings and Community Celebrations

Requires a minimum notification period of 6 weeks prior to event

A civic launch, opening or community celebration typically involves the following:

- Launches for significant City of Greater Bendigo funded project initiatives that are ongoing or conducted over two or more financial years as recommended by the responsible Director and in many instances approved by the Mayor and/or Chief Executive Officer.
- Official openings for significant regional capital work projects with City of Greater Bendigo contribution and input in excess of approximately \$500,000.
- Official openings for significant City of Greater Bendigo funded local projects with City of Greater Bendigo contribution and input in excess of approximately \$50,000 or as required by Grant Agreements.
- Anniversaries of significant City of Greater Bendigo owned and operated facilities, assets or gardens.
- Australia Day official proceedings
- Community group or club anniversary (25-year intervals)

Arrangements may include, but are not limited to, light catering including service groups, tea/coffee/juice, banners, cultural requirements, advice and guidance on speeches and details on event protocol and procedures to ensure a successful event.

6.2 Internal Requests

City personnel must seek endorsement from the appropriate City Director prior to submitting a Civic Event application.

Internal Civic Event applications must comply with the minimum notice periods outlined below:

Civic Event Category	Notice Period
Civic Reception	Minimum twelve (12) weeks notice
Recognition Reception	Minimum eight (8) weeks notice
Civic Launches and Openings	Minimum six (6) weeks notice

All internal requests must be submitted via the Civic Events Request Form located on the City of Greater Bendigo website.



During the application process the proposed Civic Event date may require rescheduling if the current number of events being coordinated exceeds maximum capacity for the Civic Events Officer or if the proposed date conflicts with other events in the corporate events calendar.

Where possible the Civic Events Officer will attend the event to facilitate formal proceedings. Where the Civic Events Officer is unable to attend, the requesting staff member is responsible for ensuring that sufficient staff resources are available during the event.

It is recommended that representatives from the Unit submitting the Civic Event Request Form are present during the event.

6.3 External Applications

External Civic Event applications must comply with the minimum notice periods outlined below:

Civic Event Category	Notice Period
Civic Reception	Minimum twelve (12) weeks notice
Recognition Reception	Minimum eight (8) weeks notice
Civic Launches and Openings	Minimum six (6) weeks notice

All external applications must be submitted via the Civic Events Request Form located on the City of Greater Bendigo website.

Completion of the Civic Events Request Form does not guarantee approval of the event. All applications will be reviewed against City guidelines and protocol prior to a final decision being made.

Following receipt of an external application the applicant will be contacted by a City representative to discuss event details and later provide confirmation on whether the application has been approved or denied.

6.4 Application Process

- i. Internal and external applications are submitted via the Civic Events Request Form.
- ii. Completion of the Civic Events Request Form does not guarantee approval of the event.
- iii. Applications are assessed by the Civic Events Officer and Manager Tourism and Major Events.
- iv. Key factors will be considered including the Mayor's involvement, venue requirements, date and time of the function, procedures and protocols.
- v. If the request is appropriate, a discussion with the applicant will occur.
- vi. Final approval/denial for civic events will be given by the Manager Tourism and Major Events.

6.5 Event application Declined

A Civic Event application may be declined if the event does not reflect the City's values or goals, is deemed unsuitable, does not comply with policy guidelines, provides insufficient planning time or the Mayor is not the invitee.



6.6 Event Date Rescheduled

During the application process the proposed Civic Event date may be re-negotiated if the current number of events being coordinated exceeds maximum capacity for the Civic Events Officer or if the proposed date conflicts with other events in the corporate events calendar.

7. ROLES AND RESPONSIBILITIES

7.1 Tourism and Major Events Unit

Civic Events Officer responsibilities include, but are not limited to:

- Liaising with the Councillor Support Officer to confirm the Mayor's diary and availability, role of the Mayor/Councillors, any specific requirements and log the event into the Mayor's speech list.
- Liaising with the applicant to allocate the event responsibilities including a timeline, logistics, venue, caterer, invitation list, MC, staffing and audio/lighting.
- Ensuring the event applicant is organising speeches for speakers other than the Mayor, Councillors and CEO.
- Liaising with the Executive Assistant to CEO regarding the role of the Chief Executive Officer and any specific requirements.
- Liaising with the Communications Unit about media opportunities and speech requirements.

7.2 Executive Office

Councillor Support Officer is responsible for:

- Confirming the Mayor's diary and availability
- Confirming the role of the Mayor/Councillors,
- Determining any specific requirements, and
- Logging the event into the Mayor's speech list.

7.3 Communications Unit

Communications Manager is responsible for:

- Drafting Mayoral, Councillor, CEO speeches (further information will be required from applicant to facilitate this requirement).

7.4 Other Units

Other City units may be involved in facilitating Civic Events. If required, this will be coordinated by the Civic Events Officer.

8. HUMAN RIGHTS COMPATIBILITY

The implications of this policy have been assessed in accordance with the requirements of the Victorian Charter of Human Rights and Responsibilities.



9. ADMINISTRATIVE UPDATES

It is recognised that, from time to time, circumstances may change leading to the need for minor administrative changes to this document. Where an update does not materially alter this, such a change may be made administratively. Examples include a change to the name of a Business Unit, a change to the name of a Federal or State Government department, and a minor update to legislation which does not have a material impact. However, any change or update which materially alters this document must be made through consultation with the staff Consultative Committee and with the approval of EMT or where required, resolution of Council.

10. DOCUMENT HISTORY

Date Approved	Responsible Officer	Unit	Change Type	Version	Next Review Date
<i>July 2022</i>	<i>Catherine Dreis</i>	<i>Tourism and Major Events</i>	<i>Review (significant)</i>	<i>2</i>	<i>July 2023</i>
<i>November 2022</i>	<i>Catherine Dreis</i>	<i>Tourism and Major Events</i>	<i>Administrative (6.1)</i>	<i>3</i>	<i>July 2023</i>
<i>October 2023</i>	<i>Catherine Dreis</i>	<i>Tourism and Major Events</i>	<i>Review – no changes required. Approved by Director</i>	<i>3</i>	<i>October 2024</i>