**DRAFT TOURISM EVENTS POLICY**

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**Prepared by:** Tourism Development and Marketing

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1. **Definitions**

**Business Events** Events where there is a business purpose for hosting. For example, a new product launch or an industry gathering which promotes investment.

**Heritage events** Event which is focused on cultural celebrations, historical event and stories which reflect authenticity of a particular area.

**Extreme adventure** Sporting event associated with high level of difficulty or high standards of adrenaline enthusiasts.

**Sport Events** Events such as school sports, local and regional sporting leagues.

**Council** The council refers to the council of Newcastle Municipality established by provincial notice 479 of 2000 issued in terms of section 12 of the municipality structures Act, 1998.

**Delegation** In relation to duty, Includes an instruction to perform the duty, delegate has a corresponding meaning.

**Demonstration** Any demonstration by one or more persons, but not more than 15 persons, for or against any person, cause, action or failure to take action.

**Events organizer** Any person who plans, is in charge of, manages, supervises or holds event or sponsorship rights to an event or in any manner controls or has material interest in the hosting of an event.

**Special Events** A committee approved by the council of the Council of Newcastle in terms of section 80 of the Municipal Structures Act to facilitate the selection of events that the council wishes to support.

**Tourist** A person who spends more than 24 hours in an area outside their normal place of work or residence.

**Visitors** A person who visits an attraction or destination for a day (less than 24 hours).

**Excursionist** traveler who stays less than a full day in a specific country or destination.

**Venue** Any area or place, where an event is hosted, that has seated or standing spectator capacity within a permanent or temporary structure. This area or place may be erected or demarcated by an enclosed or semi-enclosed temporary or permanent structure.

1. **EXECUTIVE SUMMARY**

Tourism events refers to the systematic development, planning and Marketing of festivals and special events of international status which are held on a regular basis or a once off basis. These can be in a form of concerts, special meetings, trade fairs and expositions among others. The aim/goals of tourism events are as follows:

1. To create a positive image of the town,
2. To attract residents and investors to encourage first and repeat visits at facilities and attractions.
3. Spreads demand
4. Stimulates infrastructure
5. Stimulates business/ trade

**2.1 Background for Policy Development**

Events have the potential to attract investors and maximize economic growth. The finalized Tourism strategy has highlighted the importance of incorporating an event policy which should be adopted and implemented Newcastle Council. Newcastle has a strong track record as an events destination in the Northern KZN.

Newcastle has not developed a strong brand and wishes to strengthen this section hence there has been a study previously done in July 2013 bench marking various events hosted and financed by various Municipalities aimed to develop Newcastle as an events destination of choice and to further build the town’s brand identity. This branding is critical for business perceptions about the Council as an investment destination.

The Council plays an important role in: the regulation of events, partnerships with events organised in the Council of Newcastle, event’s organisers, facilitation and the provision of services at events. The Events Policy is needed to improve the management of events in Newcastle.

The Council of Newcastle also wishes to exploit events hosted in the Council to achieve Council objectives such as: economic growth, job creation, social inclusivity and environmental goals.

* 1. **Key Milestones**

1. Council Approved: Tourism Development and Marketing Strategy
2. Research/ Study On: The Role of Events In Economic Development; Benchmark Report against Gauteng Municipality, Durban Metropolitan Municipality, Zululand District Municipality, Umzinyathi District Municipality and Newcastle Municipality
3. Council Resolved: On Events Proposed for the Newcastle Annual Events Calendar
4. Council Approved: Budget Review to Support Events During The 2013/2014 Budget Adjustment Review.
5. Report To Portfolio/ Dphs (08/04/2014): Material Support Allocation for Newcastle Events

**2.3 Funding and sustainability**

Support given to events should be structured on an annual basis. To allow excellent preparation, assuring a continuity of successful events in the Town. It assists in advance planning e.g. marketing, sponsorship, etc.

**2.4 Events Economic Impact in KZN generally**

1. Increase in hotel occupancy.
2. High usage of restaurant.
3. Part time employment around Newcastle.
4. A high demand for security service.
5. Distribution of product by informal trades.
6. Events have the ability to promote Newcastle as a preferred tourism and events destination.
7. Events create opportunity for people to better indulge with the town, creates a social experience and celebrates cultural diversity.
8. Improve social cohesion

**2.5 Events and security regulations**

The Event committee will handle all necessary event application processes. This may/should /shall include reports prior to the actual event and after. The event committee will consider the following aspects:

1. Adherence to the Town’s policies, legislation and By-laws.
2. The impact of the event on the surrounding area, community and environment.
3. Safety and risk management in relation to the event and in line with new ACT – Safety at sport and Recreation Events Act.
4. The impact of the event and other events planned and approved in the Town.
5. Compliance of relevant legal documentation.
6. Extensive economic impact assessment.

**3. Events Legal Requirement**

The Events Policy aims to create mutually beneficial outcomes for Newcastle residents, businesses and visitors by using the platforms created by events to contribute to the growth of Newcastle, development and inclusivity.

This Events Policy will assist and guide the Council in managing event related activities in an efficient and effective manner thereby providing clarity to all role players and stakeholders. It will also create an enabling mechanism for new approaches to event initiatives.

Newcastle would like to ensure that it becomes a Council for great events for visitors to the area and the events industry, by creating stability in the Newcastle events calendar and clearly defining processes and systems that support events.

This policy aims to state legal requirements as well as advice on good safe practice as contained in:

**a) Disaster Management Act:** A disaster as a progressive or a sudden or a human caused occurrence which caused death or injury or disease or damage to property. It may also disrupt the life of the community.

1. **SABS Codes:** It offers systems certification and product testing against the South African national standards.
2. **Fire Services Act:** To provide for the establishment maintenance and standardization of fire brigade.
3. **Occupational Health and Safety Act:** This Act provide health and safety measures of persons against hazards situation arising out of work.
4. **National Road Traffic Act:** Regulates road traffic matters.
5. **South African Service Act:** It provide for the hell organisation, regulation and control of South African Police Service.
6. **Firearms Control Act:** Provide an effective system of firearms control and management and assisting with the removal of illegally possessed firearms from society.
7. **Liquor Act:** An act that protects business/companies with security to sell alcohol beverages and helps in securing business operating licensing.
8. **Types of Events venues**

**a) Indoor Sports Stadiums:** Refers to structured buildings which allows a sporting activity to occur inside that particular building.

**b) Outdoor Sports Stadium:** Refers to structured buildings which allows sports activities to occur in the open space.

**c) Exhibitions Halls:** A building with large rooms for gatherings or entertainment. It includes an appropriate space for hosting of exhibitions.

1. **Conferences Centres:** A large building which is structured to hold a convention, individuals and groups gather to promote and share common interests with conference centres.
2. **Shopping Centre:** A building with complex of shops and parting facilities with the aim of servicing the community.
3. **Corporative Venues:** A building with a large room that hosts business people.
4. **Theatres:** A building area where plays and other dramatic performances are given/take place.
5. **Indoor Venues:** Buildings that gives a platform for events/shows or any particular gathering to take place inside.
6. **Outdoor Venues:** Building that gives a platform for events/shows or any particular gatherings to take place outside.

**5. Pre planning**

Effective planning is concerned with prevention through identifying, eliminating and controlling hazards and risks. Therefore disaster Management must be notified in writing, at least (30) days prior to an event. The head: disaster Management will be consultation with all relevant stakeholders therefore classify the event.

**6. Safety requirements for all events**

* 1. **Emergency lighting**

1. Emergency lighting: in addition to the normal lighting arrangements, emergency lighting should be provided as determined by the Fire Department of Council safety representative. The emergency lighting should meet all the Council requirements.
2. Emergency lighting to give sufficient light for at least 60 minutes.
3. All parts of the venue to which people have access should be provided with normal and emergency lighting capable of giving sufficient light for people to leave safety as determined by the risk assessment of Council.
   1. **Electrical**
4. Electrical certificate of all electrical work done to be handed to Fire Safety Official and Electricity Department.
5. Electrical cabling to be covered with an approved ducting method or below ground level and as required by Council.
6. Overhead cabling to be at least 2.1m high and as approved by Council.
   1. **Temporary Structures**

Structures engineer to certify all structures including marquees, stages, stands, grandstands, screens, and suspended lights or sound equipment and must be Certified /Approved by Council.

* 1. **Fire Precaution: Fire Safety**

1. Fire equipment to be clearly indicated, mounted and serviced annually.
2. All fire equipment to confirm to SABS standards.
3. Sprinkler Systems: The performance of sprinkler systems may not be impeded in anyway.
4. Open Flames: Written permission must be obtained from Fire Safety.
5. Braai areas: These should be demarcated and so positioned to limit smoke travel and fire risk.
6. Liquid Petroleum Gas: indoors a maximum of 1x 19kg cylinder or 2x 9kg cylinders may be used.
7. Special effects and pyrotechnics: Written application with a site plan to be submitted to Council.

**6.5 Types of partnerships**

The Council of Newcastle may choose the level of partnership it wishes to enter into with an event organizer. The resulting partnership may be defined in the following categories:

1. Sponsor - The Council may choose to partner with an event organizer by purchasing a rights package in return for a financial transfer.
2. Host city - The Council may choose to partner with event organizers, such support to be limited to a maximum of 50% of the costs of staging the event.
3. Commercial partnership agreement - The city may choose to partner with an event organizer by absorbing some of the upfront costs of staging the event and sharing in the revenue.
4. Event organizer - The Council may choose to create events to achieve strategic objectives.
5. Enabler – The Council creates an event friendly environment, enabling event organizers to obtain the necessary guidance and approvals for their events. This includes facilitating the promotion of low-carbon event delivery in keeping with the town’s support for developing a green economy and ensuring a positive legacy from the event.
6. Co-ordinator - The Council creates an enabling environment for events by creating a co-ordination function which enables event organizers to interact with all required Council services.

Municipal Events Committee

Council need to apply its mind on the scope of work of this committee or let this function be fused with the existing platform at Legal Department, which is established in line with Section 4 Stakeholders meeting of Gatherings Act.