



A Planning Guide for Event Managers

ALCOHOL, SAFETY and
EVENT MANAGEMENT

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*Department of
Tourism, Sport
and Racing*

**LIQUOR LICENSING
DIVISION**



How to use this guide

This booklet includes:

- general information about events;
- a practical guide to assist event managers to plan a specific event.

READ all the information provided and be aware of the importance of planning events well in advance and in partnership with all stakeholders.

COMPLETE the questions and checklists by working through each item and filling in the details of the event.

TEAR OUT the completed question and answer section which now forms your Event Management Plan.

PHOTOCOPY the Event Management Plan for distribution.

DISTRIBUTE copies to all stakeholders and include a copy of the Event Management Plan in all permit applications.

FILE the original Event Management Plan for future reference.

TICK off the checklist at the back of the guide to ensure all aspects of the planning have been completed.

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A Planning Guide for Event Managers

ALCOHOL, SAFETY and EVENT MANAGEMENT

Disclaimer:

The material in this booklet does not constitute legal advice or purport to interpret any part of any legislation. The Queensland Police Service and Liquor Licensing Division have endeavoured to ensure that the information contained herein is correct at the time of publication and accept no responsibility or liability in respect of the said information.

Complete this NOW

PRELIMINARY ADVICE TO CONDUCT A MAJOR PUBLIC EVENT

As part of the planning process for a major public event there is a need to lodge notice with various authorities as early as possible.

Preliminary advice will ensure that important stakeholders are included early in the planning stages and that authorities can provide the best possible support.

COMPLETE the details on this advice.

PHOTOCOPY the advice for stakeholders.

FORWARD copies to:

- local police
- regional office of Liquor Licensing Division
- local government/council office
- manager of proposed venue

COMPLETE the details of the *Event Management Plan* and forward to key stakeholders at least six weeks before the event.

PRELIMINARY ADVICE TO CONDUCT A MAJOR PUBLIC EVENT

Name of the event:

Date of the event:

Proposed venue:

Event manager's name:

Organisation name:

Address:

Telephone:

Mobile:

Fax:

Target audience:

Expected number of patrons:

Description of the event:

Alcohol to be supplied at the event: ☐ YES ☐ NO ☐ BYO

Signed:

Date:

1. EVENT DETAILS

- 1.1 Event details
- 1.2 Event manager
- 1.3 Description of the event
- 1.4 Patron details

2. GENERAL CONSIDERATIONS

- 2.1 Police contact
- 2.2 Liquor licence
- 2.3 Public liability
- 2.4 Health and safety permits

3. CONSULTATION WITH KEY STAKEHOLDERS

- 3.1 Consultation register
- 3.2 Planning meeting
- 3.3 Briefing — before event
- 3.4 Debriefing — after event
- 3.5 Consultation log

4. PLANNING FOR THE EVENT

- 4.1 Selection of a venue
- 4.2 Site plan
- 4.3 Event promotion and ticketing
- 4.4 Signage
- 4.5 Transport
- 4.6 Noise
- 4.7 Weather
- 4.8 Information centre and communication
- 4.9 Food
- 4.10 Water
- 4.11 Lighting and power
- 4.12 Toilets
- 4.13 Entry and exit details

5. HEALTH & SAFETY ISSUES

- 5.1 Security
- 5.2 First aid and emergency medical services
- 5.3 Emergency procedures

6. MANAGEMENT OF ALCOHOL

- 6.1 Permit conditions
- 6.2 BYO and non-BYO events
- 6.3 Responsible service of alcohol
- 6.4 Minors
- 6.5 Beverage options
- 6.6 Beverage containers
- 6.7 Trading hours
- 6.8 Alcohol consumption areas

7. COMPILE A FILE

- 7.1 Keeping documents and information
- 7.2 Documents to be kept

Event: _____

Date: _____

Event Manager: _____

THE EVENT MANAGEMENT PLAN



*Department of
Tourism, Sport
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**LIQUOR LICENSING
DIVISION**



THE EVENT MANAGEMENT PLAN

TO BE COMPLETED BY THE EVENT MANAGER

I,

(Event manager's name)

of

(Name of organisation)

declare that I have read and understood *A Planning Guide for Event Managers* and the information I have provided forms the Event Management Plan for:

(Name of event)

to be held on

(Date of event)

Signed

Date

1 Event details

1.1 Event details

NAME OF THE EVENT:	
DATE OF THE EVENT:	TO:
VENUE:	
ADDRESS:	
NATURE OF VENUE (hall, stadium etc):	CAPACITY OF VENUE:
DAY 1 TIME START: FINISH:	DAY 5 TIME START: FINISH:
DAY 2 TIME START: FINISH:	DAY 6 TIME START: FINISH:
DAY 3 TIME START: FINISH:	DAY 7 TIME START: FINISH:
DAY 4 TIME START: FINISH:	
REQUIRED SET UP TIME (bump in) START: FINISH:	
REQUIRED TIME TO RETURN TO ORIGINAL CONDITION (retro-fit) START: FINISH:	

1.2 Event manager

EVENT MANAGER:		
ORGANISATION:		
ADDRESS:		
TELEPHONE (Work):	TELEPHONE (Home):	
MOBILE:	FAX:	EMAIL:

Contact during the event	
TELEPHONE:	MOBILE:

1.3 Description of the event

Describe the event (What is the main attraction or purpose of the event)?

List details of the type of entertainment being provided

1.4 Patron details

Who is the target audience?

--

Estimate the total patron attendance

--

Patron age details (estimate):

0–12 years % of total attendance
 12–18 years % of total attendance
 18–25 years % of total attendance

25–40 years % of total attendance
 40–55 years % of total attendance
 55+ years % of total attendance

2 General considerations

2.1 Police contact

NAME:

STATION:

DISTRICT:

TELEPHONE:

FAX:

2.2 Liquor licence

Details regarding the management of alcohol consumption are outlined in Section 6.

Will alcohol be available at the event?

☐

NO — Alcohol will not be served or consumed at the event; *OR*

☐

YES — BYO alcohol will be allowed to be consumed at the event; *OR*

☐

YES — Alcohol will be sold or supplied at the event and a permit is required.

Will an application for a General Purpose Permit or Public Function Approval be lodged with the Liquor Licensing Division, Department of Tourism Sport and Racing?

☐

YES

PERMIT TYPE:

OFFICE:

CONTACT NAME:

☐

NO

Who will be the holder of the permit or approval?

LICENSEE/ORGANISATION:

NOMINEE:

ADDRESS:

TELEPHONE:

FAX:

Contact during the event

TELEPHONE:

MOBILE:

2.3 Public liability

Have you investigated public liability and duty of care issues and obtained appropriate insurance?

☐

YES — Event is underwritten by:

☐

NO

NAME OF COMPANY:

ADDRESS:

TELEPHONE:

VALUE: \$

POLICY NUMBER:

2.4 Health and safety permits

What are the health and safety permits required by the local council? (contact your local council for more information)

Has a permit been granted to use the venue?

☐

YES

☐

NO

List any other permits required or obtained for this event:

3 Consultation with key stakeholders

3.1 Consultation register

List the names of individuals and organisations you have consulted with in planning this event

STAKEHOLDER	CONTACT NAME	TELEPHONE
QUEENSLAND POLICE SERVICE		
LOCAL COUNCIL		
QUEENSLAND AMBULANCE SERVICE		
ST JOHN AMBULANCE		
QUEENSLAND FIRE AND RESCUE AUTHORITY		
HIRE COMPANY		
SECURITY PERSONNEL		
LIQUOR LICENSING DIVISION		
LOCAL HOTELS		
LOCAL BUSINESSES		
QUEENSLAND TRANSPORT		
MEDIA		
BUS COMPANY		
TAXI COMPANY		
BEVERAGE SUPPLY COMPANY		
OTHER:		

3.2 Planning meeting

A PLANNING MEETING (BEFORE THE EVENT) WILL BE CONDUCTED WITH THE KEY STAKEHOLDERS ON	(Date)
(Time) AT	(Venue)

3.3 Briefing — before event

A BRIEFING (IMMEDIATELY BEFORE THE EVENT) WILL BE CONDUCTED WITH THE KEY STAKEHOLDERS ON	(Date)
(Time) AT	(Venue)

3.4 Debriefing — after event

A DEBRIEFING (AFTER THE EVENT) WILL BE CONDUCTED WITH THE KEY STAKEHOLDERS ON	(Date)
(Time) AT	(Venue)

Records or minutes of these meetings will be available

☐ YES ☐ NO

IF AVAILABLE, CONTACT PERSON

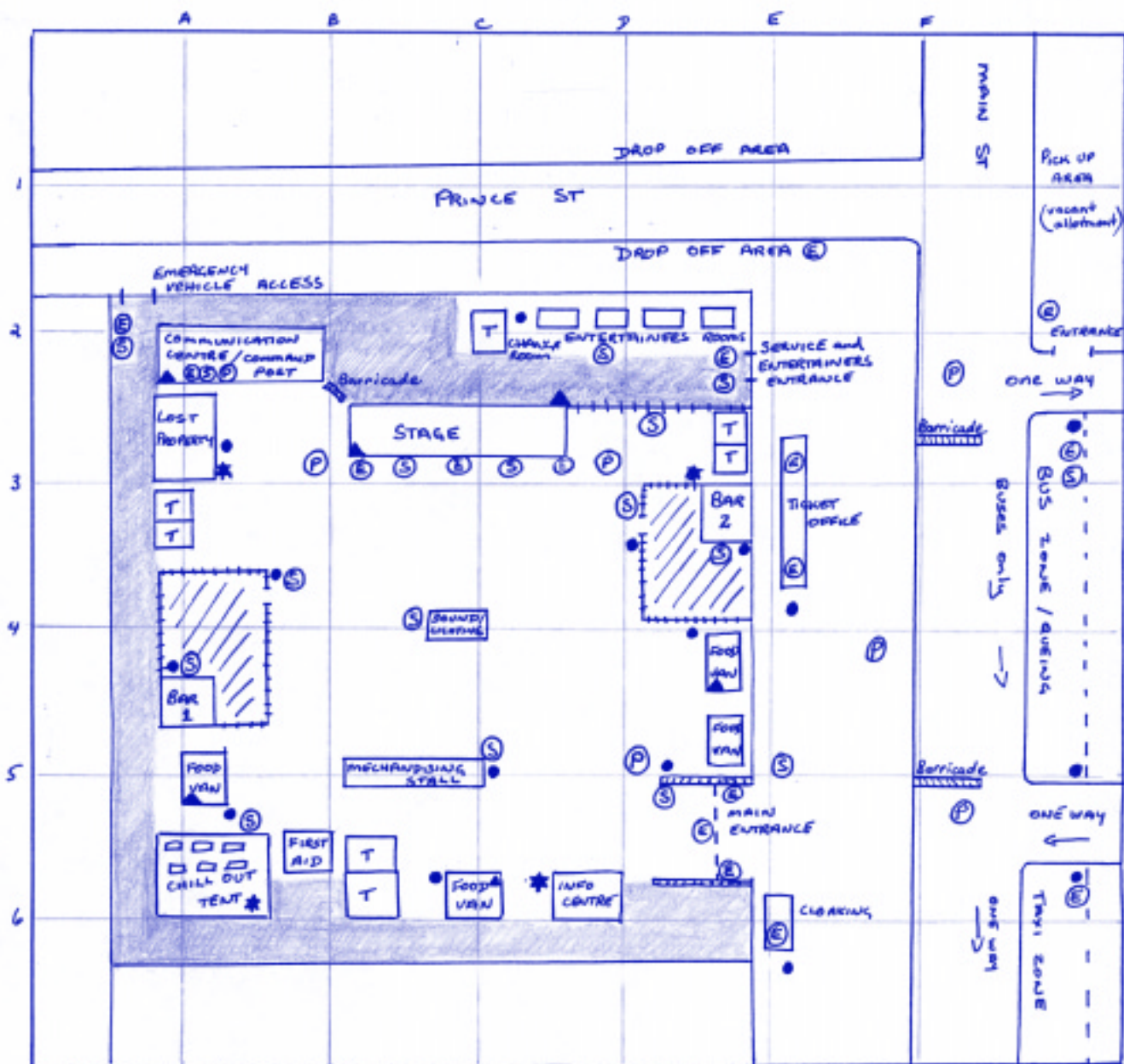
3.5 Consultation log

What is the process for recording the contact with various stakeholders?

SITE PLAN

Event: "BAND and BUCKER BASH"

Date: 25 June 95



4 Planning for the event

4.1 Selection of a venue

Describe any modifications or special temporary structures being added to the venue for this event

In what way will access to the site need to be modified for the duration of the event? e.g. road closures

4.2 Site plan

Tick the checklist for your site plan and include an explanation of why any items are not included.

Ensure that your site plan clearly shows the location of:

- | | |
|---|--|
| <input type="checkbox"/> the surrounding area | <input type="checkbox"/> lost kids/property |
| <input type="checkbox"/> all entrances and exits | <input type="checkbox"/> drinking water sites |
| <input type="checkbox"/> emergency access routes | <input type="checkbox"/> food/vendors/stalls |
| <input type="checkbox"/> paths used by vehicles | <input type="checkbox"/> liquor outlets |
| <input type="checkbox"/> paths for pedestrians only | <input type="checkbox"/> approved liquor consumption areas |
| <input type="checkbox"/> parking | <input type="checkbox"/> non-alcohol (dry) areas |
| <input type="checkbox"/> stage location | <input type="checkbox"/> toilet facilities |
| <input type="checkbox"/> seating arrangements | <input type="checkbox"/> communication centre/command post |
| <input type="checkbox"/> entertainment sites | <input type="checkbox"/> fire extinguishers |
| <input type="checkbox"/> security and police locations | <input type="checkbox"/> refuse containers |
| <input type="checkbox"/> first aid posts | <input type="checkbox"/> public telephones |
| <input type="checkbox"/> 'chill-out' areas (safe, quiet rest areas) | <input type="checkbox"/> media points (TV and radio) |

Attach a copy of your site plan here

The site plan should be photocopied and circulated to all stakeholders.

4.3 Event promotion and ticketing

What is the focus or purpose of the event? (e.g. family fun, sporting contest, musical entertainment)

How is this explained in the promotion and publicity for the event?

Where is the event to be publicised and promoted? (e.g. radio, posters, print media)

4.3 Event promotion and ticketing continued over page →

4 Planning for the event

4.3 Event promotion and ticketing *Cont.*

Does the event promotion and publicity reinforce messages about safe drinking practices?

☐ YES ☐ NO

Have you considered including any of the following messages in promotional and publicity material?
(Tick all messages included)

- | | |
|---|--|
| <input type="checkbox"/> Don't drink and drive | <input type="checkbox"/> Glass containers are not permitted |
| <input type="checkbox"/> Public transport will be available | <input type="checkbox"/> Water will be freely available |
| <input type="checkbox"/> Organise a designated driver | <input type="checkbox"/> Look out for your friends, mates and family |
| <input type="checkbox"/> I.D. will be required to purchase liquor | <input type="checkbox"/> 'Wet' and 'dry' areas are both available |
| <input type="checkbox"/> People who are unduly intoxicated will not be served alcohol | <input type="checkbox"/> Go to a 'chill-out' or rest area for help |
| <input type="checkbox"/> Bags and eskies may be searched or restricted | <input type="checkbox"/> Food or snacks will be available |

What is the ticketing process for the event? (e.g. tickets at gate, pre-sold tickets)

Will tickets inform patrons of important details relating to the event (including alcohol availability, behaviour expectations)? Provide a brief description of information on tickets and/or attach a copy of the ticket here.

Attach copies or examples

What is to be included in the price of the ticket?

--



4.4 Signage

Does the event publicity reinforce messages about safe drinking practices?

☐ YES ☐ NO

Attach copies or examples

4.5 Transport

Has a public transport plan been developed for the efficient movement of patrons?

Before event ☐ YES ☐ NO During event ☐ YES ☐ NO After event ☐ YES ☐ NO

Provide details of parking available at the venue

List the departments, councils and/or agencies that have been involved in developing this plan.

NAME:	ORGANISATION:
NAME:	ORGANISATION:
NAME:	ORGANISATION:

Write in the transport contingency plan for:

CANCELLATION:
DELAYED FINISH:

4 Planning for the event



4.6 Noise

List the provisions you have made to minimise and monitor the level of noise



4.7 Weather

Detail the contingency plans in case of bad weather



4.8 Information centre and communication

Will an information centre be clearly identified and available to patrons at the event?

☐ YES ☐ NO

Outline the systems and technologies that event staff, police, security and emergency service personnel will use to communicate with each other.

What systems and technologies will be in place for communicating with patrons?



4.9 Food

Are high-quality, affordable and accessible food stalls available to patrons in the different venue areas (including licensed areas)?

☐ YES ☐ NO

What types of food will be available? (e.g. fast food, snacks, meals)



4.10 Water

Is drinking water available (free of charge) to all patrons attending the event?

☐ YES ☐ NO

Is the location of water clearly signposted and marked on maps?

☐ YES ☐ NO



4 Planning for the event



4.11 Lighting and power

Has certification for lighting and power been obtained through the local authority?

☐ YES ☐ NO

Does the provision of lighting and power cater for emergencies?

☐ YES ☐ NO



4.12 Toilets

What is the expected number of patrons?

How many toilets will be provided?

Male

Female

People with disabilities



4.13 Entry and exit details

Complete the checklist to ensure that entrance and exit arrangements:

- ☐ provide for supervision, marshalling and directing crowds
- ☐ provide exit and escape routes
- ☐ provide access for emergency services
- ☐ have access for wheelchairs
- ☐ separate walking and vehicular traffic
- ☐ stagger entry times by providing supporting activities and entertainment
- ☐ keep entries clear of all other activities
- ☐ ensure barriers, fences, gates and turnstiles are suitable and sufficient
- ☐ locate ticket sales and ticket pick-up points in line with, but away from, entrances
- ☐ provide sufficient and well-trained staff
- ☐ ensure the control points for searches to exclude prohibited items such as glass, metal containers and weapons are in place and do not impede crowd movement
- ☐ provide a secure area for the storage of confiscated goods
- ☐ check placement and function of exit signs

Have event staff, security, police, transport authorities, local hotels and food outlets been informed of patron exit times?

☐ YES ☐ NO



5 Health and safety issues

5.1 Security

Has a security firm been contracted?

☐ YES ☐ NO

If yes, provide details

COMPANY:

PRINCIPAL:

LICENCE/ACCREDITATION DETAILS:

NUMBER OF PERSONNEL:

If no, describe security arrangements.

Event security will:

COMMENCE AT:

CONCLUDE AT:

When will a police and Liquor Licensing Division briefing and debriefing involving all security personnel be held?

DATE BEFORE EVENT:

DATE AFTER EVENT:

POLICE OFFICER TO BE PRESENT:

LIQUOR LICENSING DIVISION OFFICER TO BE PRESENT:

What security arrangements have been made for:

CASH:

ASSET PROTECTION:

CROWD MANAGEMENT:

PROHIBITED ITEMS:

5.2 First aid and emergency medical services

Who is supplying the first aid service?

START TIME:

FINISH TIME:

NUMBER OF FIRST AID PERSONNEL:

NUMBER OF FIRST AID POSTS:

What arrangements have been made with the Queensland Ambulance Service for critical emergency response, access to the venue and transportation of patients to hospital?

5.3 Emergency procedures

What is the process to ensure that all event staff, security staff, police and emergency services will be informed of the emergency evacuation plan?

Who is the nominated person to authorise an evacuation?

NAME:

CONTACT DETAILS DURING THE EVENT:

Will emergency tools be strategically located throughout the venue?

☐ YES ☐ NO

Management of alcohol



6.1 Permit conditions

What arrangements have been made to notify the bar staff of the standard and other conditions of your General Purpose Permit or Public Function Approval?



6.2 BYO and non-BYO events

Has the matter of BYO liquor been discussed with the organising committee and other stakeholders for the event?

☐ YES ☐ NO

COMMENT:



6.3 Responsible service of alcohol

How will you tell patrons about alcohol, including that alcohol will not be served to minors and intoxicated patrons? Provide examples.

☐ Event publicity ☐ Ticketing ☐ Signage

Attach copies or examples

How will you inform event personnel, specifically bar and security staff, of their responsibilities under the *Liquor Act 1992*, and about the responsible service of alcohol and the penalties for offences committed?

How many bar staff do you intend to employ? What is the expected number of patrons?



6.4 Minors

How will under-age patrons be identified?

Management of alcohol

ALCOHOL, SAFETY and EVENT MANAGEMENT

6.5 Beverage options

What types of alcoholic and non-alcoholic drinks will be available at the event and what will be the pricing structures?

DRINK: <i>For example: light beer</i>	PRICE: \$ X.XX	DRINK:	PRICE: \$
DRINK:	PRICE: \$	DRINK:	PRICE: \$
DRINK:	PRICE: \$	DRINK:	PRICE: \$
DRINK:	PRICE: \$	DRINK:	PRICE: \$
DRINK:	PRICE: \$	DRINK:	PRICE: \$
DRINK:	PRICE: \$	DRINK:	PRICE: \$
DRINK:	PRICE: \$	DRINK:	PRICE: \$
DRINK:	PRICE: \$	DRINK:	PRICE: \$

6.6 Beverage containers

What type of containers will be used to serve drinks?

6.7 Trading hours

What are the proposed liquor trading hours?

DAY 1	TO:	DAY 5	TO:
DAY 2	TO:	DAY 6	TO:
DAY 3	TO:	DAY 7	TO:
DAY 4	TO:		

6.8 Alcohol consumption areas

How many alcohol dispensing and consumption areas will be available?

Dispensing areas

Consumption areas

How will the boundaries of consumption areas be defined?

7 Compile a file



7.1 Keeping documents and information

Has a filing system been established?

☐ YES ☐ NO

Who is responsible for maintaining the file?



7.2 Documents to be kept

Complete the following checklist to ensure that all records are included in the file.

- ☐ Event plan
- ☐ Details of committee members
- ☐ Stakeholder contacts
- ☐ Record of meetings
- ☐ Sponsorship letters
- ☐ Licences/permits
- ☐ Applications for licences/permits
- ☐ Inward correspondence (including faxes and email)
- ☐ Outward correspondence (including faxes and email)
- ☐ Emergency plan
- ☐ Media releases
- ☐ Event program
- ☐ Site plan
- ☐ Tickets
- ☐ Promotional material — posters, flyers
- ☐ Logos
- ☐ Contracts
- ☐ Accounts
- ☐ Employment records
- ☐ File notes of telephone conversations
- ☐ Quotes for services or products
- ☐ Press articles, TV



Checklist



Items to be completed in the Event Management Plan

1 Event details

- ☐ 1.1 Event details
- ☐ 1.2 Event manager
- ☐ 1.3 Description of the event
- ☐ 1.4 Patron details

2 General considerations

- ☐ 2.1 Police contact
- ☐ 2.2 Liquor licence
- ☐ 2.3 Public liability
- ☐ 2.4 Health and safety permits

3 Consultation with key stakeholders

- ☐ 3.1 Consultation register
- ☐ 3.2 Planning meeting
- ☐ 3.3 Briefing — before event
- ☐ 3.4 Debriefing — after event
- ☐ 3.5 Consultation log

4 Planning for the event

- ☐ 4.1 Selection of a venue
- ☐ 4.2 Site plan
- ☐ 4.3 Event promotion and ticketing
- ☐ 4.4 Signage
- ☐ 4.5 Transport
- ☐ 4.6 Noise
- ☐ 4.7 Weather
- ☐ 4.8 Information centre and communication
- ☐ 4.9 Food
- ☐ 4.10 Water
- ☐ 4.11 Lighting and power
- ☐ 4.12 Toilets
- ☐ 4.13 Entry and exit details

5 Health and safety issues

- ☐ 5.1 Security
- ☐ 5.2 First aid and emergency medical services
- ☐ 5.3 Emergency procedures

↳ Management of alcohol

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7 Compile a file

- ☐ 7.1 Keeping documents and information
- ☐ 7.2 Documents to be kept

Notes



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EVENT MANAGEMENT

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**LIQUOR LICENSING
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Further copies can be obtained from:

Liquor Licensing Division

Phone: (07) 3224 7024