

Planning a better event



A toolkit
for creating
healthier, more
engaging and
memorable
events



Background

As an event organiser, you will know that events play an important role in the vitality of towns. Events can inspire togetherness and community, providing enjoyment, recreation, economic benefit and opportunities to participate. Clarence City Council and Public Health Services have carefully tailored this useful toolkit to the needs of the Tasmanian communities to assist you in your planning.

Why this is helpful for you?

By using this toolkit to assist you with organising your event, you are contributing to the overall health and wellbeing of your community. By creating supportive and sustainable environments, your event-goers can have a safer, healthier and more memorable experience.

Promoting the healthy aspects of your event might encourage people to attend who would have otherwise been reluctant (e.g. 'smoke-free event' or as having an 'alcohol-free event' or alcohol-free areas within events).

The toolkit is colour coded to help you find the right section easily and quickly and is helpful for delegating activities and responsibilities for your event. More detailed event planning guides and information are listed at the end of this document.

Acknowledgements:

Thank you to the Clarence City Council for the original concept and content for this booklet.

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To print your own copy of this guide visit: www.ccc.tas.gov.au/events



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Fresh take on food



When we ask people what makes events more memorable, food is often mentioned, as is fresh local produce and trying new flavours.

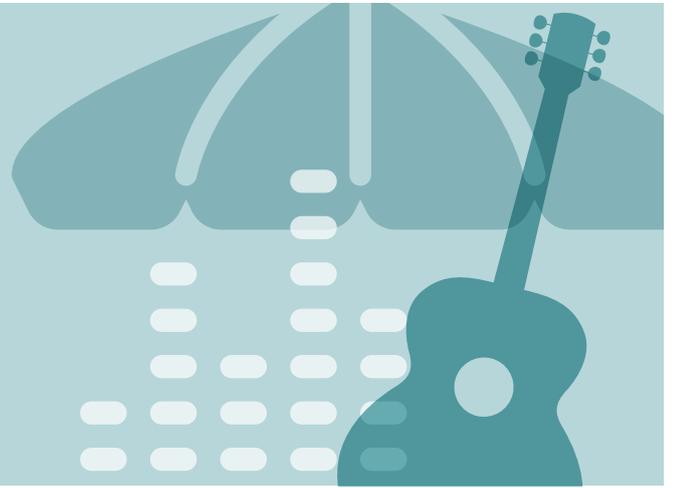
The quality of food provided may make your event stand out from the crowd. Tasmania prides itself on its quality food products and there is an increasing demand for stallholders who can provide great food experiences. There is also an increasing demand for healthy food choices, including those aimed at children.

Choosing local, healthier products can mean event-goers enjoy quality food, with economic benefits for local suppliers when chosen over national and global supply chains.

Have you considered...

- Fresh food options
- Safe food handling
- Local food growers and producers – invite to showcase their produce/products
- Share suggested food guidelines with stall holders, e.g. encourage a range of foods that includes healthy options
- Always have tap water available for drinking. Hydration Stations – refillable water stands (see suggestions in Appendix A)
- If people are welcome to bring their own picnic, provide suggestions (see Appendix C)
- Eco-friendly containers, biodegradable cups and plates
- Temperature control for perishable food, with extra coolers available in extreme heat
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Physical environment



To present a happy, healthy and memorable event, carefully consider the physical environment of your site in your planning, and consider how it will impact on the people attending.

The overall look and feel of an event can have a significant impact on the choices and behaviours of those attending.

People who attend events will expect that their physical needs have been carefully thought about by event organisers. Event-goers can become unsettled, unhappy and may not return if this has not been considered.

Have you considered...

- Shade and shelter options, access to sunscreen
- Ample seating (chairs and ground mats) and room to move around
- Table seating (particularly for food events)
- Amenities (enough toilets, accessible toilets and hand washing facilities)
- Access for everyone. (Ensure site has Universal Access and is Disability Discrimination Act compliant)
- Provide public transport, walk and ride options in promotions
- Readable, visible and ample signage that uses clear fonts
- Adequate lighting for evening events
- Decorations
- The right music (and volume) for your particular event
- Make safety a priority at all times
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Sustainability



Many Councils actively support the pursuit of environmentally sustainable events within Tasmania.

Sustainability means we are careful with our resources and we aim to minimise our impact on both the natural and built environment.

There are 3 key areas to consider: no trash, no trail and no trace.

No trash:

- An effective waste management plan including recycling and composting, with signs to show what can go in each bin. This will reduce the amount of waste going to landfill
- Assemble a Green Team (volunteers) to help the public use the bins correctly to reduce contamination of recycling and composting bins
- Insist on compostable crockery and cutlery and clear signage at food vendors to let everyone know their plate with scraps goes in the compostable bin
- Refuse one-time-use plastic items such as plastic drinking straws and encourage reusable water bottles

No trail:

- Consider food vendors offering local produce and products that have not come long distances
- Reduce printing by marketing electronically, e.g. social media, websites (e.g. "Live Clarence")
- Reduce your carbon trail by choosing petroleum-free goods e.g. plastic-free crockery and utensils
- Consider appropriate disposal of cleaning products (such as detergents)

No trace:

- Reusable decorations
- Consider avoiding products that have a high environmental cost (e.g. balloons)
- Reusable signage
- Plan to leave the site exactly as you found it

Other:

- Provide a water refill station (rather than single use disposable water bottles)

Social inclusion



It is a basic right for people to be able to participate fully socially, physically, culturally, economically and politically in the life of their community.

It is really important that everyone regardless of age, race, gender or ethnic background has the opportunity to feel welcome and able to attend your event.

A diverse range of people in your community to include when planning an event can include (but are not limited to): the multicultural community, older people, people who may have a level of physical, intellectual, or mental disability, gender and sexually diverse people.

Have you considered...

- Visible and clear signage, using words and images
- Think about the affordability of food, activities and entry fee
- Sensitive and inclusive marketing
- Advertising in places for all members of the community to see
- Transport
- Accessibility for people of all ages and abilities
- Use clear and plain written language for everyone to understand and read
- List and contact potential community partners to involve, invite and share event information
- Easy access to and exit from toilets
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Legalities



An organisation must take reasonable precautions against any foreseeable risk of harm to event-goers.

Everyone at your event including organisers, volunteers, contractors, staff and event-goers have the right to feel safe and have a good time.

You need to work with both state and local government (Council) to ensure that your event is legally safe. That means it is your responsibility to ensure that you understand and meet the legal requirements and public liability responsibilities before your event commences, otherwise you may face some serious legal penalties.

Council understands that this process can sometimes be complex and overwhelming, so we have included some additional information in Appendix D.

You should consider...

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- Security and crowd control

 - Smoke and/or alcohol free event

 - If selling alcohol, obtain a Liquor Licence

 - Environmental health factors, such as food safety

 - Site safety (e.g. gas and electrical)

 - Details of emergency contacts including Tasmania Police, Fire and Ambulance, non-emergency Police switchboard (131444)

 - Event medical aid provider (eg. St John Ambulance)

 - Responsible Serving of Alcohol (RSA)

 - Safety and site:
 - Consider grouping similar activities together
 - Gas outlets and electrical power boards are safe and tagged
 - Locate animal displays away from food outlets
 - Safe distancing of crowds away from rides and activities
 - Stage location
 - Parking and accessibility for emergency vehicles
 - Disability access
-

Appendices

Appendix A: Fresh take on food

Food

A few simple changes to catering menus (such as serving more fruit and vegetables, offering low-fat dairy products, and including more whole grains) can make a positive impact on people's health and wellbeing. Foods that meet dietary guidelines are not only healthy and nutritious, they taste good too!

Suggestions:

- Include plenty of vegetables and fruit – e.g. vegetables (cooked or salad) in sandwiches or similar
- If providing a BBQ, consider healthier BBQ options for variety
- Include a variety of grain based foods (preferably wholegrain or wholemeal) such as different breads, crackers, pasta, noodles and rice
- Providing smaller portion sizes can keep down cost and waste too
- Offer reduced fat dairy options, being mindful of sugar and salt content.
- Use moderate amounts of lean meats, lean processed meats, skinless poultry and fish
- Use polyunsaturated and monounsaturated oils, e.g. vegetable oils, canola oil

- Provide vegetarian options
- Consider providing choices for those with common food allergies (eg. gluten-free, dairy-free, nut-free)
- Consider notifications about potential allergens in food.

Water

Always have water available for drinking (preferably tap water).

Water is the best drink for health, and providing free access will ensure that everyone can benefit from it. It also makes events more affordable.

If your venue does not have easy access to drinking water, you may want to consider booking a Hydration Station. The Hydration Station provides accessible drinking water for a quick drink or to top up water bottles. This may take the form of a water trailer or tap connections. See Appendix D for TasWater contact details.

It's helpful to provide clear signage for water. This could be included in site maps that are provided with tickets to the event and at the information centre; and it's important to make sure there are enough sources of water to prevent bottlenecks.

Appendix B: Physical environment

Sun Protection

Sun protection is important all year round. UV levels can be high in winter even when the weather appears overcast or cloudy. To check the daily UV level, visit www.sunsmart.com.au

If your event is outdoors, you may want to consider providing marquees and/or sunscreen. If you do not have a budget to purchase sunscreen, consider approaching a local supermarket or pharmacy and ask them to donate some for your event in return for sponsorship.

You could consider purchasing caps with your logo as part of your promotional strategy.

Room to move physically

Physical activity is an essential part of everyone's life, enabling us to be at our best. At Clarence City Council we are trying to encourage more people to be active every day by:

- Promoting our beautiful outdoor environments that are open to everyone

- Building the physical and social environments to enable active lifestyles from individual, incidental everyday activity, to more formal activities such as fitness and sports programs and events
- Depending on your event, providing opportunities to try new forms of physical activity, take a stroll and chat with friends, and having safe places for families to play can all make for a great event for everyone.

Transport

Encouraging active transport, such as cycling and walking, to and from your event not only promotes health and wellbeing, it also helps reduce traffic congestion and improves safety by having fewer cars in and around your event venue.

When advertising your event, include information about how the venue can be accessed by public transport and any relevant walking, riding or park and walk options.

Appendix C: Healthy picnic options

Provide some suggestions such as: cheese, crackers, fresh and dried fruits, non-alcoholic drinks in non-glass containers.

For more recipes, visit:

www.healthyfoodguide.com.au

www.nutritionaustralia.org/national/recipes

www.betterhealth.vic.gov.au/healthyliving/recipes

daa.asn.au/smart-eating-for-you/smart-eating-recipes/





Vegetable slice

Vegetarian, dairy-free, gluten-free, diabetes friendly



Serves:
4



Preparation time:
20 minutes



Cooking time:
45 minutes

Ingredients

cooking oil spray

1/2 cup dairy-free table spread, butter, melted, cooled or olive oil

1 1/2 cups peeled, grated sweet potato

1 onion, peeled, grated

1 cup peeled, grated carrot

1 cup, grated zucchini

1 cup gluten-free breadcrumbs, chickpea or regular flour

1 teaspoon baking soda (gluten-free if required)

Method

- 1 Preheat oven to 160°C. Lightly spray a 16cm x 26cm slice tin with oil.
- 2 Squeeze excess moisture from vegies. Thoroughly combine all ingredients in a bowl. Spoon mixture into prepared tin. Cover with a layer of baking paper and then a layer of foil.
- 3 Bake for 45 minutes, removing the baking paper and foil after 30 minutes. The slice should be firm and golden.



Peanut and banana biscuits



Serves:
20



Preparation time:
5 minutes



Cooking time:
15 minutes

Ingredients

2 ripe bananas

1/3 cup peanut butter

2 tablespoons milk

1 teaspoon vanilla essence

2 tablespoons maple syrup

2 1/2 cups quick cooking or rolled oats

pinch of cinnamon

1/4 cup plain flour

Method

- 1 Preheat oven to 180°C. Line a baking tray with baking paper. In a large bowl, mash bananas with a fork until smooth. Add peanut butter, milk, vanilla and maple syrup and mix well. Add remaining ingredients and stir until well combined.
- 2 Drop heaped tablespoons of dough onto prepared baking tray, flatten slightly, and bake for 13–15 minutes, or until golden and cooked through.



Easy hummus dip

Vegetarian, dairy-free, gluten-free, diabetes friendly



Serves:
12



Preparation time:
10 minutes

Ingredients

400g can chickpeas, drained, rinsed
1 teaspoon crushed garlic
1 1/2 tablespoons lemon juice
3 tablespoons water
pinch salt
1 tablespoon olive oil

Method

- 1 Place all ingredients in a blender and blend well. Season to taste. Serve with fresh vegie sticks, Lebanese bread or homemade pita chips.

Variations

If you like your hummus to have a thinner consistency, add a little more water.



Sweet corn, chive and roast capsicum muffins



Serves:
12



Preparation time:
15 minutes



Cooking time:
20 minutes

Ingredients

1 2/3 cups (250g) plain flour
3 teaspoons baking powder
3/4 cup (150g) sweet-corn kernels
100g roast capsicum, diced
1/4 cup chopped chives
1 tablespoon sun-dried-tomato pesto
3/4 cup (75g) roughly grated reduced-fat cheddar
2 eggs
2/3 cup skim milk
1/4 cup (60ml) grapeseed oil

Method

- 1 Preheat oven to 180°C. Line 12 x 1/3-cup-capacity muffin-tray cups with paper cases. Sift flour and baking powder into a large bowl. Add sweet corn, capsicum, chives, pesto and cheddar.
- 2 Whisk eggs, skim milk and grapeseed oil in a large bowl. Pour wet ingredients into dry ingredients and stir until batter is just combined.
- 3 Divide batter among muffin-tray cups. Bake for 20 minutes, or until muffins are golden brown.

Variations

You can replace the roast capsicum with roast capsicum in a jar (just be sure to drain jarred capsicum of excess oil before chopping it).

Muffins taste best on the day you make them, but you can freeze them to enjoy later, wrapped individually in clingfilm

Appendix D: Useful contacts and resources

Kentish Council

Event Management Guide
(comprehensive)
www.kentish.tas.gov.au/page.aspx?u=502

Department of State Growth

Road closure of State Road/Highway
1300 135 513
www.stategrowth.tas.gov.au

Eat Well Tasmania

www.eatwelltas.org.au

Events Tasmania

Government Grant Body
www.eventstasmania.com

Local Government Guidelines

Search for Guidelines for Mobile Food
Businesses at www.dhhs.tas.gov.au

MAST (Marine & Safety Tasmania)

03 6235 8888
www.mast.tas.gov.au

Police

Emergency Triple Zero 000
(police, fire, ambulance)
Police Assistance Line 131 444
(general enquiries)
www.police.tas.gov.au

St John Ambulance

1300 360 455
Email tasmaniastjohntas.org.au
www.stjohn.org.au

Tasmania Community Fund

Government Grant Body
www.tascomfund.org

Tasmania Fire Service

Fire Safety
www.fire.tas.gov.au

Tas Water

136 992
www.taswater.com.au/Community---Environment/Water-Trailer

Tourism Tasmania

Government Grant Body
www.discovertasmania.com

Volunteering Tasmania

03 6331 1567
www.volunteeringtas.org.au

Work Place Standards of Tasmania

Occupational Health & Safety
Requirements Fireworks Permit
Amusement Rides & Structures
Phone 1300 366 322
www.wst.tas.gov.au

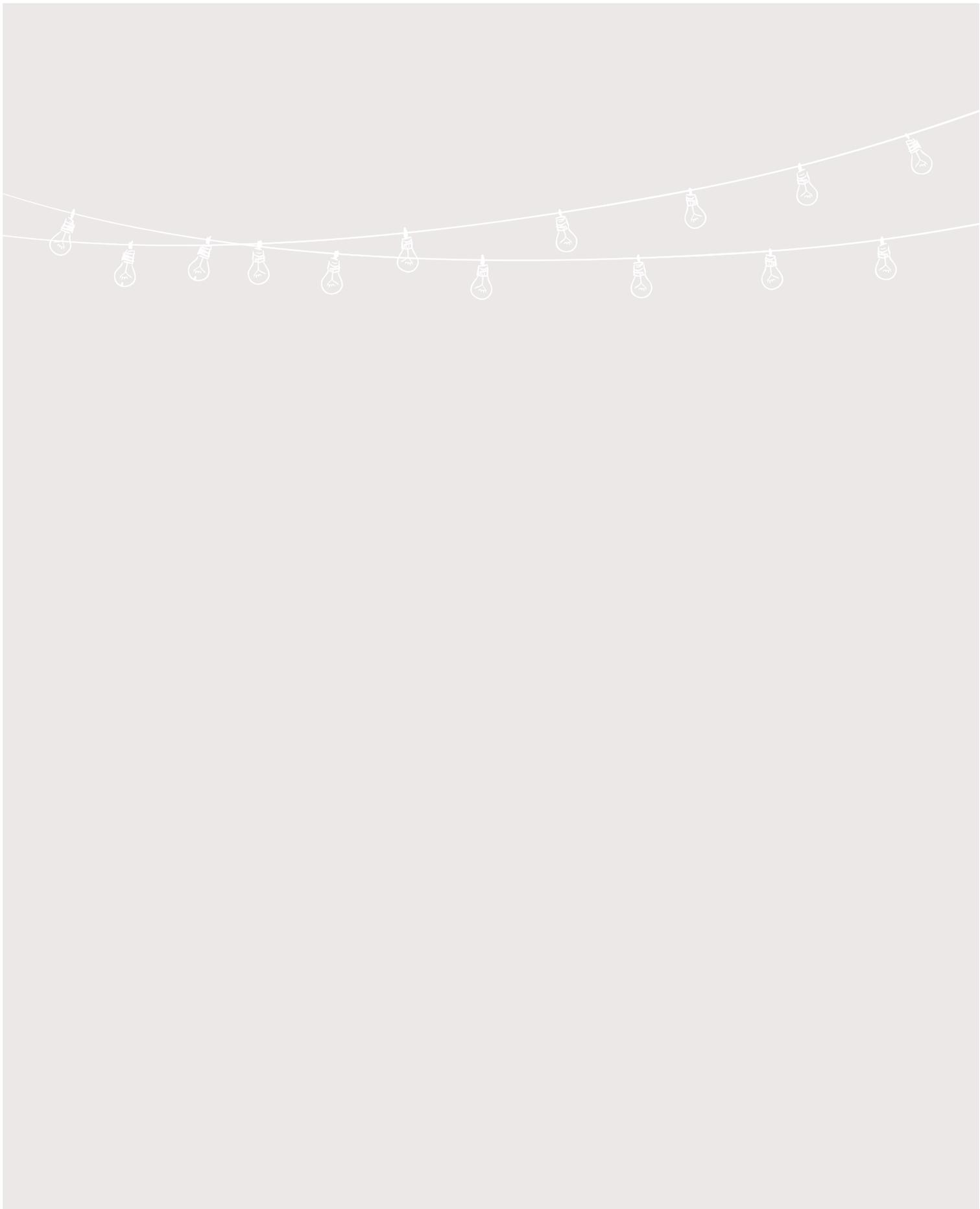
Licensing

Local Government Permits and Registration of Food Stalls

Contact the local council where
the event is being held

Liquor Licensing

03 6166 4444
www.treasury.tas.gov.au/liquor-and-gaming/liquor



To print your own copy of this guide visit: www.ccc.tas.gov.au/events

