



Council Policy

NOOSA MAIN BEACH EVENTS POLICY

Corporate Plan Reference:	Long term planning for Noosa Shire
Endorsed by Council:	15 March 2018
Policy Author:	Property Manager

POLICY BACKGROUND

Community land is predominantly State land where Council is trustee. It belongs to the whole community and is generally freely accessible. The main purpose of community land is to enhance wellbeing and liveability by providing space for recreational and social activities and essential infrastructure.

Noosa Main Beach is arguably the most popular recreation space in the Noosa Shire. With its superb view of Laguna Bay framed by Noosa National Park, and its proximity to the Hastings Street shopping and dining precinct, Noosa's Main Beach enjoys iconic status. While Noosa Main Beach is a favourite location for residents and visitors, it is also in high demand from event organisers because the beach's premium location provides significant value adding to their events.

The Noosa Main Beach Events Policy responds to the increasing pressures being placed on this public space. It guides Council's approach to event applications to ensure community access to the beach is not unreasonably diminished and that an appropriate number of events are allowed that add value to the Noosa brand and provide economic and social benefits to the local community wherever possible.

Council is committed to achieving a sustainable tourism sector as well as ensuring our lifestyle and the environment are preserved.

COUNCIL POLICY

Policy Scope:

This Policy:

- Applies to Noosa Main Beach East (Park Road carpark to the eastern side of the middle rockwall) and Noosa Main Beach West (west of the middle rock wall to east of the rivermouth).
- Applies to a person, community or commercial organisation undertaking or proposing to stage an event on Noosa Main Beach East and Noosa Main Beach West.
- Includes trustee land on Noosa Main Beach East and Noosa Main Beach West and water under the control of Council such as foreshores and bathing reserves.

The policy does not apply to:

- a) Private freehold land
- b) Commercial High Use Permits
- c) Commercial Low Use Permits
- d) Wedding permits and permit activities in adjacent parks and footpaths
- e) Recreational use by the community

GUIDING PRINCIPLES

- The community's day-to-day use of the land and water will generally take precedence over events.
- Events that require the beach or the water as the core element of event activities (e.g. surf carnivals, events involving swimming or surfing etc.) will be given precedence over events that could be staged elsewhere (e.g. musical performance events, food festivals, film screenings etc).
- Events that are locally owned and operated are preferred over events run by operators based outside the Shire.
- Corporate Events seeking use of the beach may only occur at Noosa Main Beach West (between the middle rock wall and the river mouth).
- Council will not support events that do not add value to the Noosa brand.
- Tourism Noosa will assess tourism event grant funding applications prior to Council consideration of any permit application, however the final determination regarding permit approval rests with Council.
- Tourism Events will not be approved in the Queensland and interstate school holiday periods or on long weekends given resident and visitor demand for beach access over those periods.
- Community events may be considered for approval in school holiday periods and long weekends having regard to the likely impact on the community and commercial businesses, extent of proposed community engagement, expected community benefit and the capacity of infrastructure to support the event (Event example includes Noosa Heads SLSC Seahorse Nippers Program).
- The event must not adversely impact the beach or the surrounding environment.
- Event organisers must accept the risk that the beach profile is subject to change, especially in response to large swells. Council is under no obligation to re-establish the beach profile in any particular timeframe or to any particular standard in response to beach erosion.
- Requests for any additional event works (e.g. sand profiling on the beach) which are outside of Council's standard beach maintenance schedule will be costed and recovered from the event organiser via the event application process.
- All events intending to use Noosa Main Beach East and Noosa Main Beach West must nominate, where practicable, a suitable back-up location away from the beach in case the beach has been affected by significant erosion or a severe weather event.
- Event organisers must accept the risk that ocean conditions are variable depending on weather, wind direction and uncontrollable marine phenomena such as algae, seaweed and jellyfish.
- Applicants who are refused permits to use Noosa Main Beach East may be invited to consider alternative locations such as Noosa Woods.
- Noosa Main Beach West and Noosa Woods as the preferred locations for cultural festivals/food festivals.

NUMBER OF EVENTS

- The number of approved Tourism and Community Events for Noosa Main Beach East will be capped each calendar year at 7 Tourism Events and 8 Community Events respectively i.e. in-keeping with current levels.
- The number of approved Community Events for Noosa Main Beach West will be capped each calendar year at 14 Community Events in-keeping with current levels.
- Event applications for cultural festivals/food festivals at Noosa Main Beach West will be considered on a case-by-case basis in consultation with Tourism Noosa, the Hastings Street Association and other relevant stakeholders having regard to issues such as the likely impact on other beach users, impact on nearby commercial businesses, and the capacity of infrastructure to support the event

- Corporate Events will only be approved at Noosa Main Beach West and will be capped at 10 each calendar year.
- Proposals to increase the number of Tourism, Community or Corporate Events as approved in this Policy will require formal Council approval.

ROLES AND RESPONSIBILITIES

Council:

- Will decide the type, number and location of events approved.
- Will review the performance of the permit holder, including but not limited to: the number of complaints; feedback received from the community; and impact on the environment.
- Reserves the right at its absolute discretion not to approve an event upon consideration of the potential impacts on the community and commercial businesses.

Tourism Noosa

- Will assess Tourism event grant funding applications prior to Council consideration of any permit application.
- Will manage all contracts and funding with event organisers for Tourism Events.
- Will liaise with Council regarding proposed events, event scheduling and permit requirements.

RELEVANT LEGISLATION

Land Act 1994

Local Government Act 2009

Local Law No 1 (Administration) 2015

Local Law No. 4 (Local Government Controlled Areas, Facilities, & Roads) 2015

Local Law No. 6 (Bathing Reserves) 2015

DEFINITIONS

Community Event – means an event within the Noosa Shire organised by a not-for-profit organisation primarily attended by people who reside within the Noosa Shire Council area.

Corporate Event - means an event staged by a business, corporation or not-for-profit organisation for invited guests, for example with the purpose of inspiring or rewarding their employees, or else to promote a brand, service or product. Specific examples include corporate dinners, promotional lunches and team building activities.

Noosa Main Beach East – means the beach from Park Road carpark to the eastern side of the middle rockwall.

Noosa Main Beach West – means the beach west of the middle rock wall to east of the rivermouth.

Tourism Event - means an event within the Noosa Shire that contributes to the Noosa economy and primarily attended by people who reside outside of the Noosa Shire Council area.

Version control:

Version	Reason/ Trigger	Change (Y/N)	Endorsed/ Reviewed by	Date
1.0	New		Council	15/03/2018
	Eg. Review			