Event Management Implementation Standard

1. Purpose

This implementation standard identifies the minimum requirements regarding the implementation of the Queensland Health Event Management Policy and identifies individual positions accountabilities and responsibilities in relation to these requirements.

2. Scope

This Implementation Standard applies to all Queensland Health employees (permanent, temporary and casual) and all organisations and individuals acting as its agents (including visiting medical officers and other partners, contractors, consultants and volunteers).

3. Supporting Documents

Authorising Policy
- Event Management Policy

Templates
- Queensland Health Style Guide 2010
- Event management checklist

4. Related Documents

- Department of the Premier and Cabinet: Queensland Government Events Policy, November 2004
- Department of the Premier and Cabinet: Events Coordination Forum: Best Practice Guidelines for Queensland Government Investment in Events, February 2005
- State Purchasing Policy
- Queensland Health Procurement Policy
- Queensland Health Travel and Accommodation Policy
- Business Conferences and Meetings Organised by Queensland Health Policy
- Queensland Health Style Guide 2010
- Code of Conduct for the Queensland Public Service
- Queensland Health Use of Car Hire, Taxi and Cabcharge Policy
5. Requirements

5.1 Event considerations

Business Unit directors shall consider the following when determining if the business unit should host an event, and when deciding what type of event is required:

- the alignment of the event with Queensland Health’s Strategic Plan objectives and Queensland Government policy
- whether the event (project/service/information) is part of a state-wide initiative, issue or matter
- whether matters of significant funding or infrastructure are involved
- whether the event affects only Queensland Health staff
- whether the potential partners or stakeholders are appropriate
- resourcing and other requirements to deliver the event.

5.2 Responsibility for events

5.2.1 Districts/business units shall be responsible for all events except those specified in sections 5.2.2 and 5.2.3. Districts/business units shall advise Integrated Communications Branch of any event they coordinate/host.

5.2.2 The Integrated Communications Branch shall coordinate and/or manage in conjunction with District Public Affairs units and/or business units:

- significant events
- ministerial and dignitary events
- events involving media
- events involving specific state/national/international recognition/awareness days
- events associated with corporate sponsorships
- Queensland Health involvement in whole-of-government events.

5.2.3 Integrated Communications Branch shall coordinate and/or manage:

- significant Queensland Health corporate or state-wide events
- ministerial and dignitary corporate events, including events hosted by the Director-General, Queensland Health
- Queensland Health corporate events involving media
- Queensland Health corporate events involving specific state/national/international recognition/awareness days
- events associated with corporate sponsorships
- events involving a partnership where the Premier of Queensland, the Minister for Health, Members of Parliament, the Director-General, media or corporate sponsorship are involved.
5.2.4 Events involving media shall be conducted in accordance with the Queensland Health Media Policy. Public Affairs Officers shall include all ministerial events on the Queensland Health Ministerial Opportunities Report.

5.2.5 Integrated Communications Branch shall coordinate a departmental response to any whole-of-government or department activities, or specific activities (state/national/international) identified by the Director-General or delegate.

5.2.6 Business units shall manage internal staff events unless directed by the Director-General or delegate to work in consultation with Integrated Communications Branch.

5.3 Approvals

5.3.1 All events with an allocated budget of greater than $10,000 (excluding GST) or where alcohol is being served shall be approved in writing by the Director-General or appropriate financial delegate.

5.3.2 All events with an allocated budget of less than $10,000 (excluding GST) shall be approved in writing by the Deputy Director-General (DDG) or District Chief Executive Officer (DCEO) of that unit.

5.3.3 All events involving external stakeholders shall be approved by the Director-General or delegate.

5.4 Event management plans

5.4.1 Event management plans shall be approved by the appropriate Deputy Director-General, District CEO or delegate prior to event initiation.

5.4.2 Event management plans that involve the service of alcohol or the use of performers shall be approved by the Director-General prior to event initiation.

5.4.3 Event Management Plans shall include the following information:

- type of event (e.g. launch or award ceremony)
- event objectives, including how they link to the Queensland Health Strategic Plan objectives
- target audience
- potential media issues
- risk assessment
- cost estimates
- timeframes
- any permits required
- communication strategies
- catering strategy
- whether alcohol will be provided
- evaluation mechanisms
- merchandising strategy
- waste management strategy
- sun safety strategy (as per the Queensland Cancer Councils’ SunSmart guidelines for sun-safety)
- transport management strategy (where appropriate)
- strategies for ensuring events are culturally appropriate
- workplace health and safety strategy
- strategies for managing the impact of the event on children and young people – as per the *Queensland Children and Young Workers Code of Practice 2006* and Blue Card requirements

5.5 **Event expenditure**

5.5.1 Directors of business units hosting events shall ensure expenditure associated with events:

- complies with the Queensland Health Procurement Policy, Queensland Health Sponsorship Policy and other relevant Queensland Government policies and standards
- ensures efficient use of resources, appropriate to the scale of the event
- represents value for money.

5.6 **Timeframes for planning an event**

5.6.1 At least three months notice shall be provided to Integrated Communications Branch for events involving the Premier of Queensland, the Minister for Health, Members of Parliament, the Director-General or other dignitaries.

5.6.2 Local events organised by business units or district offices should allow at least 12 weeks between the initiating and hosting of events. This allows time for booking venues, catering and inviting guests.

5.7 **Permits**

5.7.1 Unless specified, business unit directors are responsible for obtaining relevant permits or licenses to host an event. These may be issued by the local council or Queensland Government departments. To ensure all requirements are met, the business unit is responsible for consulting with the relevant stakeholders and lodging permit applications well in advance. Common permits include:

- road closures
- fireworks
- liquor
- food vendor.

To find out more about permits go to [www.smartservice.qld.gov.au/services/permits/events/default.action](http://www.smartservice.qld.gov.au/services/permits/events/default.action)

5.8 **Venue hire**

5.8.1 Business unit directors shall use Queensland Health venues that do not charge fees or non-fee Queensland Government owned/operated venues where possible.

5.8.2 Business unit directors shall ensure venues:

- are appropriate for the event
5.9 Insurance

5.9.1 Queensland Health’s public liability insurance policy protects the organisation against its legal liability to pay compensation to a third party for injury and/or property damage arising from an incident related to the organisation’s normal activities.

5.9.2 It is a whole-of-government requirement that any government event has public liability insurance.

5.9.3 Performers providing entertainment for an event shall be approved by the Director-General, delegate or District CEO in advance and shall have a public liability insurance policy in connection with the performance to the minimum amount of $20,000 per claim.

5.9.4 Additional insurance may be required for some events. Business units and district offices shall work in conjunction with Queensland Health legal officers to determine if additional insurance is required.

5.10 Catering for events

5.10.1 Business unit directors shall ensure catering is appropriate for the circumstances, is value for money, and is pre-approved as part of the event management plan by the District Chief Executive Officer or Deputy Director-General or delegate.

5.10.2 Business unit directors shall ensure food provided at events complies with Queensland Health’s A Better Choice Catering Guidelines for Meetings and Functions.

5.10.3 Consideration should be given to supporting Queensland businesses by supplying locally grown food and beverages at events.

5.11 Alcohol

5.11.1 Any costs associated with providing alcohol to guests shall be pre-approved as part of the event management plan by the Director-General.

5.11.2 Business unit directors shall comply with the Code of Practice for the Responsible Service, Supply and Promotion of Liquor.

5.11.3 Consideration should be given to supporting Queensland businesses by supplying Queensland liquor at events.

5.12 Transport

5.12.1 Business units shall comply with the Queensland Health’s Use of Car Hire, Taxi and Cabcharge Policy.

5.12.2 If crowd numbers are expected at 20,000 or more, business unit directors shall coordinate high-level transport and traffic planning and coordination; or a whole-of-government response. The Queensland Department of Transport and Main Roads shall be involved in the early stages of this planning.
5.13 Waste management

5.13.1 Where appropriate, business unit directors shall develop a waste management strategy that addresses:

- reducing waste
- reusing waste were possible
- recycling waste where it cannot be reduced or reused.

5.13.2 Consideration shall be given to the following when addressing waste management:

- whether recycling is in place at the event
- working with venues to ensure recycling facilities are made available
- RSVP and attendance numbers to ensure supply is tailored to the numbers
- reducing the amount of printed promotional material used and supplying promotional material electronically where possible
- designing the event around standard hire items with minimal construction, or developing material that can be reused for another function.

5.14 Engagement of an external event provider

5.14.1 The engagement of an external event management agency shall be approved by the Director-General (events over $10,000 excluding GST) or DDGs/DCEO (events under $10,000 excluding GST) or delegate as part of the initial approval to hold the event.

5.14.2 An event management agency shall only be appointed once the appropriate tender/procurement process has been completed. Refer to Queensland Health Procurement Policy and Financial Management Practice Manual.

5.14.3 A formal contract between Queensland Health and the event management agency, including deliverables and key performance indicators, shall be signed before any work can begin on the event.

The business unit director shall liaise with Queensland Health’s legal unit for approval of all contracts.

5.14.4 The event management agency may provide the following services:

- event management
- generating and managing incoming sponsorship (in accordance with Queensland Health Sponsorship Policy)
- development of communication materials
- monitoring and evaluation.

5.14.5 Business unit directors shall manage the engagement or management of an external event management agency. The Integrated Communications Branch is available to provide advice and recommendations regarding the appointment.

5.15 Merchandise and corporate identity

5.15.1 All material developed for events shall be approved by the Queensland Health Corporate Identity Coordinator, Integrated Communications Branch.

5.15.2 Business unit directors shall consult with Integrated Communications Branch prior to developing any merchandise.

5.15.3 Merchandise shall complement Queensland Health’s Strategic Plan objectives. Refer to Queensland Health Merchandise Policy.
5.15.4 Events relating to corporate sponsorship shall be conducted in accordance with the Queensland Health Sponsorship Policy.

5.15.5 Queensland Health shall be appropriately acknowledged at all events. Refer to the Queensland Health Sponsorship Policy and Queensland Government Event Policy.

5.16 Monitoring, evaluation and reporting

5.16.1 All events shall be evaluated to assess whether the event met its objectives and showed value-for-money.

5.16.2 Upon event completion, an event evaluation report shall be completed that evaluates the event against objectives included in the event management plan.

5.16.3 The evaluation report shall be approved by an officer with the equivalent expenditure authority to the value of the event. Approved evaluation reports shall be filed on a Queensland Health file and copies supplied to the Senior Director, Integrated Communications Branch.

6. Review

This implementation standard will be reviewed annually.

7. History

Date of new / revised policy | Amended to………
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November 2010 | New standard

8. Responsibilities

<table>
<thead>
<tr>
<th>Position</th>
<th>Responsibility(ies)</th>
<th>Accountabilities/Audit Criteria</th>
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| Director-General | • Approving all events involving external stakeholders  
• Approving all events with an allocated budget of greater than $10,000 or where alcohol is being served.  
• Approving the engagement of external providers for events over $10,000 | • Events are approved  
• Events are approved  
• Request for external providers approved |
| Senior Director, Integrated Communications Branch | • Working with District Public Affair Offices and work units to ensure the effective management of all events listed in this Standard.  
• Coordinating a Queensland Health response to any whole-of-government or departmental activities. |  |
| District CEOs and Divisional Heads | • Approving Event Management Plans prior to event initiation  
• Approving the engagement of external providers for events under $10,000 | • Event Management Plans approved  
• Request for external providers approved |
| District Public Affairs officers and Integrated Communications branch staff | • Working collaboratively to conduct events in accordance with the requirements of this Standard |  |
- Including all ministerial events on the Queensland Health Ministerial Opportunities Report.
- Report completed and submitted on time.

| Directors of Business Units hosting events | Notifying Integrated Communications Branch and/or District Public Affairs offices of all events the unit is coordinating / hosting. | Timely notice is provided |
| - Managing local events relating to recognition and/or awareness days |
| - Managing internal staff events as appropriate. |
| - Conducting events in accordance with the requirements of this Standard, engaging Integrated Communications Branch as required. |
| - Preparing Evaluation Reports upon completion of events and submitting to the Senior Director Integrated Communications Branch |

Michael Reid Director-General Queensland Health

Approval Date: 09/11/2010

Implementation Date: 09/11/2010
## Definitions of Terms

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition/Explanation</th>
<th>Source</th>
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<tr>
<td>Culturally appropriate</td>
<td>Behaviours, attitudes and policies that come together in a system, agency or among professionals to enable effective practice with members of a cultural or ethnic group.</td>
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| Event                               | Any limited-life activity such as, but not limited to, a launch, opening, trade expo, workshop, conference, seminar or exhibition held for the express purpose of:  
   i. marketing or promoting Queensland Health and its services/strategic priorities to external stakeholders and/or  
   ii. raising awareness or marking a significant special occasion internally for staff such as reward and recognition functions (e.g. Australia Day awards).  
   Any limited-life activity with one or more of the following:  
   - venue hire  
   - catering  
   - invitations or guest list  
   - an allocated budget  
   - significant impact on and involvement of internal and/or external stakeholders  
   - media involvement  
   - an impact on Queensland Health’s services or facilities  
   Frequent or routine business activities such as training events, meetings, workshops, or staff social activities shall not be considered ‘events’. These activities shall be conducted in accordance with the Business Conferences and Meetings Organised by Queensland Health Policy |        |
| Dignitary event                     | Any activity that includes dignitaries such as the Director-General, Parliamentary Secretary for Healthy Living, Members of Parliament, overseas delegations, or senior private and public sector officials                                                                                                                                                                                                 |        |
| Event with external stakeholders    | Any activity that does not include the Minister for Health, dignitaries such as the Director-General, Parliamentary Secretary for Healthy Living and Members of Parliament, but includes external stakeholders                                                                                                                                                                                                 |        |
| Event with a partner                | Any activity with the private sector, a non-government agency or government department that involves dual branding and/or sharing of resources. This may include an event relating to a sponsorship.                                                                                                                                                                                                                          |        |
| Internal staff event                | Any activity that does not include the Minister for Health, dignitaries such as the Director-General, Parliamentary Secretary for Healthy Living and Members of Parliament or external stakeholders.                                                                                                                                                                                                                                       |        |
| Ministerial event                   | Any activity involving the Premier of Queensland and/or Minister for Health                                                                                                                                                                                                                                                                                                                  |        |
| Significant event                   | Any activity that meets one or more of the following criteria:  
   - additional funding is received from Queensland Government  
   - a number of international Heads of State, international Government Ministers or Senior Government officials will be in attendance, particularly where it is likely to generate issues and international media  
   - there is a requirement to coordinate a number of government agencies, including essential services |        |
| towards Q2 | ‘Tomorrow’s Queensland’ - Queensland Government tagline and mandate referring to five areas where targets have been set to build a strong, green, smart, healthy and fair Queensland by 2020. |

- the event is considered to have a high risk for the community and government.