

ITEM A-CORP (34-2017)
CM 02/05/2019

TO REQUEST COUNCIL TO RESCIND SPECIAL EVENTS AND APPROVE EVENTS
MANAGEMENT POLICY FOR CITY OF EKURHULENI

RESOLVED

1. **That** the Corporate and Shared Service Oversight Committee report on the Communication and Brand Management's Executive report to request Council to rescind special events and approve events management policy for City of Ekurhuleni to Council **BE NOTED**.
2. **That** the current approved Special Events on Management Policy under item B-COM (3-2005) **BE RESCINDED**
3. **That** the Events Policy as **Annexure "A"** **BE APPROVED** by Council.



**City of
Ekurhuleni**

COMMUNICATIONS AND BRAND MANAGEMENT

EVENTS MANAGEMENT POLICY

POLICY COMPILED BY:	
POLICY OWNER:	
POLICY ISSUE NUMBER:	
POLICY EFFECTIVE DATE:	

VERSION CONTROL

Section	Version	Revision	Date	Page	Reason for change

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1 PURPOSE

- 1.1. The purpose of this Policy is to provide a framework and direction for the various role-players, in terms of current and future events, processes and the City of Ekurhuleni (CoE)'s events calendar.
- 1.2. The existence of this policy will ensure that those events are planned and operated with consideration to risk management principles in order to reduce exposure of the Municipality to;
- 1.3. eliminate events clash and will ensure that municipal managed events take place in a coordinated and uniform way;
- 1.4. ensure events are managed in accordance with the municipal, provincial and National's support for the triple bottom-line i.e. economic, social and environment;
- 1.5. promote corporation and collaboration between internal and external partners;
- 1.6. Leveraging on the CoE's competitive advantage and to promote a legacy linked to the hosting of such events;
- 1.7. ensure that events are used to profile the brand positioning of the CoE as they relate to its unique facilities and competitive advantages;
- 1.8. further assist and guide the City of Ekurhuleni in managing event related activities in an efficient and effective manner thereby providing guidelines to all role players and stakeholders. The events management policy aims to create an enabling mechanism for new approaches to event initiatives;
- 1.9. Serve as catalyst to achieve the Economic Development and Growth Strategic objectives of the CoE as set out in the Ekurhuleni Growth and Development Strategy 2055; and
- 1.10. Ensure events are managed to achieve inclusive economic development, job creation, social cohesion and sustainable event greening goals.

2. CONTEXT

- 2.1. The City of Ekurhuleni is mindful of the need to apply a delicate balance to among other things, the economic development needs of the community such as health, mobility, safety, amenity and environmental management.
- 2.2. As events are increasingly being viewed as integral to marketing planning and tourism development and are thus becoming part of the business objectives of many organisations.
- 2.3. Metropolitan councils thus, have events management policies to ensure efficient and effective service delivery to their communities.

- 2.4. The hosting of events is a significant part of the CoE's competitiveness strategy. Events have an important role in modern cities, such as to enhance cultural and social cohesion in communities, support urban rejuvenation and economic growth. Events also have close connections to other sectors of the economy, for example Tourism, as well as assist to address seasonality and sustainability challenges and imperatives. More so, as communities are central for making events successful.
- 2.5. In order to merge these objectives into the departmental objectives it is imperative that departments plan and budget for their individual events. Throughout each year the City of Ekurhuleni holds a number of events ranging from very small events involving few people to a great number of people.
- 2.6. There are a range of stakeholders involved in events and events management in a multitude of ways, including the City of Ekurhuleni and other spheres of government, events organisers, the events industry, business and communities. The City of Ekurhuleni recognises both the social and economic contribution attributed to these events in bringing a diverse cadre of stakeholders and communities together in boosting of the local economy as well as their strategic outcomes, i.e.
- The national Media coverage
 - Events that attracts measurable visitors and tourists to Ekurhuleni
 - Events taking place in communities, for community purposes and are attended mainly by the community, e.g. mayoral events, service delivery events, LED and events celebrating national days of significance.

3. DEFINITIONS AND ACCRONYMS

For the purposes of this Policy, unless the context indicates otherwise, the following terms will be defined as follows:

Term	
CoE Client Departments	means Departments which render a service for an event. i.e including but not limited to Health Services, Disaster Management, Disaster and Emergency Services, Metro Police, Traffic Services, Law Enforcement, Transport, Roads and Storm Water, Waste Management, Water Services, Electricity and Legal Services.

Naming rights	means a public recognition of an organisation brand upon Council owned assets, events or programs or public recognition of the Council brand upon another organisation's assets, events or programs.
Event	<p>means but is not limited to sporting, entertainment (including live acts), recreational, educational, cultural, religious, business (including marketing, public relations and promotional), charitable, exhibition, conference, organisational, community or similar activity hosted at a stadium or a venue or along a route or its precinct, that is planned, has a clear programme, control and accountability. The definition excludes a private event hosted by a private natural individual at a stadium or venue.</p> <p>Dimensions of the City of Ekurhuleni's event definition may include:</p> <ul style="list-style-type: none"> • Duration • Designated setting/s • Number of participants and visitors • Significance of event • Appropriateness to CoE Municipal goals.
Events – Hallmark Event:	<p>means an event which is:</p> <ul style="list-style-type: none"> • Recognised beyond CoE; • Is unique to the region; • Attracts people to the municipality; • Provides opportunities for the local community to economically, socially and benefit; and • May attract significant potential State media exposure.
Major Event	<p>means an event which is:</p> <ul style="list-style-type: none"> • A nationally recognised; • Occurs annually or as a single event; • Provides significant opportunities for media exposure nationally; • Attracts people from outside the municipality; and • Positions the City of Ekurhuleni for other events, or significant influence with Government.

Event Lead/Hosting CoE Departments	means Departments which lead the strategic focus and implementation of the City of Ekurhuleni's events strategy and focus including: Economic and Human Development, Sports, Recreation, Arts and Culture, Tourism and Communications and Marketing.
Events Organiser	means any person or legal entity who plans, is in charge of, manages, supervises, holds an event and/or sponsorship rights to or in any manner controls or has a material interest in the hosting of an event and includes any person who holds themselves out to be and/or conducts themselves in a manner which one would reasonably equate to that of the activities of an event organiser: provided that where such person is a natural person, he or she shall: <ul style="list-style-type: none"> a) be at least 18 years of age; and b) Possess the necessary capacity of the City of Ekurhuleni, resourcing and event related experience to organise the event.
Calendar of Events	means a list of events which involves large numbers of people
Venue	means any area or place, which may include but is not limited to, being demarcated by an enclosed or semi-enclosed temporary or permanent structure, within which a temporary or permanent structure may be erected, where an event is to be hosted, which, for the purposes of any categorization, designation and certification of an event at a venue which is currently in place or which is planned to be in place, which amongst others, may consist of, but is not limited to, seating for spectators, attendees and/or an audience and a field of play and/or a permanent or temporary podium or other area within a venue, reserved for the purposes of hosting an event.
Partnership	means a relationship between the CoE and any external organisation that the City of Ekurhuleni enters into a formal arrangement with, in relation to a sponsorship.
Incoming sponsorship	means the receipt of a sponsorship by the CoE from another party for an initiative.
Outgoing sponsorship	means When the CoE provides sponsorship to another party for an initiative.
CoE	means the City of Ekurhuleni

4. POLICY STATEMENT

The City of Ekurhuleni provides the following principles to give stamp of authority to this policy, that:-

- 4.1 There should be integrated planning and budgeting processes adequate to manage the CoE events to agreed goals based on available human and financial resources;
- 4.2 Event aims, activities and outcomes aligned with the City of Ekurhuleni's Integrated Development Plan and service Delivery and Budget Implementation Plan (SDBIP) in line with the new Growth and Development Strategy 2055;
- 4.3 The City of Ekurhuleni manages events according to priorities identified in its IDP and/or through specific project activity.

5. OBJECTIVES

The City of Ekurhuleni's Events Management Policy is a strategic framework which:

- 5.1 Provides direction for the City of Ekurhuleni's current and future events, processes and procedures;
- 5.2 To consolidate an integrated events calendar for the City of Ekurhuleni;
- 5.3 To provide events management tools to support and monitor events;
- 5.4 To ensure consistent, proactive and integrated approach to events processes and management;
- 5.5 To ensure adherence and compliance to the Safety at Sports and Recreational Events Act, 2000 (Act No. 2 of 2010);
- 5.6 To determine the level of involvement of the City of Ekurhuleni in hosting and supporting events through:
 - a) Approving the hosting of events by using a consistent decision-making framework and tools to assess proposals and plans related to events;

- b) Linking some of the City of Ekurhuleni's financial and logistical support to those events that can facilitate strategic benefits to the City of Ekurhuleni and its citizens;
- c) Providing the framework for the City of Ekurhuleni to support defined events which are aligned to its strategic objectives either financially or non-financially (e.g. logistics, marketing) or both;
- d) Ensuring the highest standards of safety and health for all events, with due consideration of the public interest and
- e) Balancing the benefits, short and long term, obtained from an event with the costs incurred by the City of Ekurhuleni:

To provide clear principles and guidelines for CoE managed events to:to ensure that these events are planned and operated with consideration to risk management principles in order to reduce exposure of the Municipality.

Eliminate events clash and will ensure that municipal managed events take place in a coordinated and uniform way;

Ensure events are managed in accordance with the municipal, provincial and National's support for the triple bottom-line i.e. economic, social and environment;

Promote corporation and collaboration between internal and external partners;

Leveraging on the City of Ekurhuleni's competitive advantage and to promote a legacy linked to the hosting of such events;

Ensure that events are used to profile the brand positioning of the City of Ekurhuleni as they relate to our unique facilities and competitive advantages;

Further assist and guide the City of Ekurhuleni in managing event related activities in an efficient and effective manner thereby providing guidelines to all role players and stakeholders. The events management policy aims to create an enabling mechanism for new approaches to event initiatives.

6. LEGISLATIVE BASIS FOR THIS POLICY

This policy is developed and guided by the following legislation and regulations:

- 6.1 The Constitution of the Republic of South Africa (Act 108 of 1996) Section 156 (1), read with Part B of Schedule 4;
- 6.2 The National Environmental Management Act, 1998 (Act No. 107 of 1998);
- 6.3 The Disaster Management Act, 2002 (Act No. 57 of 2002);
- 6.4 Municipal Financial Management Act, 2003 (Act No. 56 of 2003) (MFMA);
- 6.5 National Road Traffic Act, 1996 (Act No. 93 of 1996);
- 6.6 The Foodstuff, Cosmetics and Disinfectant Act, 2007 (Act No. 39 of 2007) (FCD Act);
- 6.7 The Liquor Act, 2003 (No. 59 of 2003) should be considered when there will be use of liquor, supplier of liquor on the Municipal events, and that must be done in accordance with the law;
- 6.8 Environment Conservation Amendment Act, 1994 (Act No. 52 of 1994).
- 6.9 Occupations Health and Safety Act, 1993 (Act No. 85 of 1993);
- 9.10 National Health Act, 2003 (Act No. 61 of 2003);
- 6.11 Fire Brigade Services Act, 1987 (Act No. 99 of 1987); and
- 6.12 Safety at Sports and Recreational Events Act, 2010 (Act No. 2 of 2010).

This policy should further be read with the following:

- a) Integrated Development Plan.
- b) Events By-Laws of the CoE.
- c) CoE Town Planning Scheme.

7. SCOPE AND POLICY APPLICABILITY

7.1 This policy applies to all staff within the City of Ekurhuleni when undertaking their representative roles for:

- Implementing this policy,
- Adhering to this policy,
- Reporting on Council's success in meeting the objectives of this policy, and
- Reporting on the review and evaluation of this policy.

7.2 The City of Ekurhuleni's Events Management Policy applies to all events within the City of Ekurhuleni's jurisdictional area which may in any way require the services of the City of Ekurhuleni and which occurs in a public and/or private place;

7.3 Events may range from World/International events (such as the FIFA World Cup and Olympic Games), national, regional to local and community events hosted by Event Organisers, private organisations, individuals, Community or Non-Governmental organisations and/or any of the spheres of government across the event spectrum (cultural, business, sport etc);

7.4 The Policy applies to events held on public land and in public sector venues as well on private land and in private sector venues which may impact on the public resources, have implications for public safety and the environment of the local community;

7.5 This policy does not apply to:

- a) events of fewer than 50 persons where there is no amplified sound or no temporary structures to be used;
- b) public participation or meetings held by a ward councillor;
- c) small events such as family and community events held on private property or purpose built venues, subject to any other legislation;
- d) funerals and funeral processions, events held at a purpose built venue or the grounds of any school, playground, place of worship, hotel and/or any other conference facility, athletic field, arena, auditorium or similar permanent place of assembly when used for events normally held in such venue, provided that this exclusion does not apply to events or parts of events held outside the venue or building, or which by their nature, size or impact are considered outside the normal use parameters for the venue; and
- e) sport fixture and events regulated by the Safety at Sports and Recreational Events Act.

8. EVENTS CATEGORIES

The following constitute the City of Ekurhuleni's prescribed categories of events:

8.1 Business and corporate events:

Any event that supports business objectives, including management functions, corporate communications, training, marketing, incentives, employee relations, and customer relations, scheduled alone or in conjunction with other events.

8.2 Social awareness and social responsibility events:

An event created by or for a charitable or cause-related group for the purpose of attracting revenue, support, and/or awareness, scheduled alone or in conjunction with other events.

8.3 Exhibitions and Trade fairs:

An event bringing buyers and sellers and interested persons together view and/or sell products, services and other resources to a specific industry or the general public, scheduled alone or in conjunction with other events.

8.4 Entertainment and leisure events:

A one-time or periodic, free or performance with ticket access or exhibition event created for entertainment purposes, scheduled alone or in or in conjunction with other events.

8.5 Festivals:

A cultural celebration, either secular or religious, created by and/or for the public, scheduled alone or in conjunction with other events.

8.6 Government and civic events:

An event comprised or created by or for communities, or municipal, provincial or national government entities or political parties scheduled alone or in conjunction with other events, e.g. Budget speech, state of the City address, intergovernmental related events through cooperative governance framework

8.7 Marketing events:

A commerce-oriented event to facilitate bringing buyer and seller together to create awareness of a commercial product or service, scheduled alone or in conjunction with other events.

8.8 Conferences, meetings and convention events:

The assembly of people for the purpose of exchanging information, debate or discussion, consensus or decisions, education and relationship building, scheduled alone or in conjunction with other events.

8.9 Celebration/Occasion events:

A private event, by invitation only, celebrating or commemorating a cultural, religious, communal, societal or life-cycle occasion, scheduled alone or in conjunction with other events.

8.10 Department of Sports, Recreation, Arts and Culture: Arts, Culture, Libraries and Sport events:

A spectator or participatory event involving recreational or competitive sport activities scheduled alone or in conjunction with other events.

Educational/Literacy/Commemorative and developmental programs.

9. TYPES OF EVENTS

9.1 In line with the Draft National Events Strategy definition and different categories adopted by various cities internationally, the City of Ekurhuleni has determined six different types of events as described below:

EVENT TYPE	DESCRIPTION
Iconic/Mega Event	<ul style="list-style-type: none"> An event that attracts a significant number of overseas, regional and domestic visitors to Ekurhuleni and generates significant economic benefits for the City. The event is of national significance and benefits flow into other provinces. Event attracts global media coverage, appeals to a wide-range of people, creates vibrancy across the province and is able to sustain a significant legacy in the Metro.
Major Event	<ul style="list-style-type: none"> An event that generates significant economic benefits for the City, which may also flow into other provinces. Generates some global and major national media coverage but restricted to specific interest groups. Will attract special interest overseas, regional and domestic visitors to Ekurhuleni.
Significant Event	<ul style="list-style-type: none"> Generally, has wide appeal, generates vibrancy but does not attract significant number of overseas and domestic visitors to the province. Has wide appeal to local residents across the Metro and visitors from neighbouring provinces.

Local Event	<ul style="list-style-type: none"> An event that typically only attracts attendees from Ekurhuleni, but still generates significant media coverage (national and/or local) and attracts a significant number of attendees and hence generates a good economic impact for the City.
Community Event	<ul style="list-style-type: none"> Typically, localised to one community, attracts local residents and results in localised economic impact.
Paid Commercial Event	<ul style="list-style-type: none"> Purely commercial operation, chargeable – pay for entry, typically special interest focus. Although adds vibrancy to the City, it has limited economic impact on the City e.g. once-off international music star concert at the stadium

10. PROCESSES AND PROCEDURES FOR ALL EVENTS EXCEPT PARTNERSHIP EVENTS

10.1 Concept document with allocated budget from client departments;

10.2 Engagement with the client department;

10.3 Confirmation of the event date (development of the protocol document if the Executive Mayor is required to attend);

10.4 Produce an integrated marketing and communication (IMC);

10.5 Establishment of the organising team;

10.6 Acquisition and risk categorisation of events;

10.7 Presentation to the SASREA committee by the event owner/or organiser;

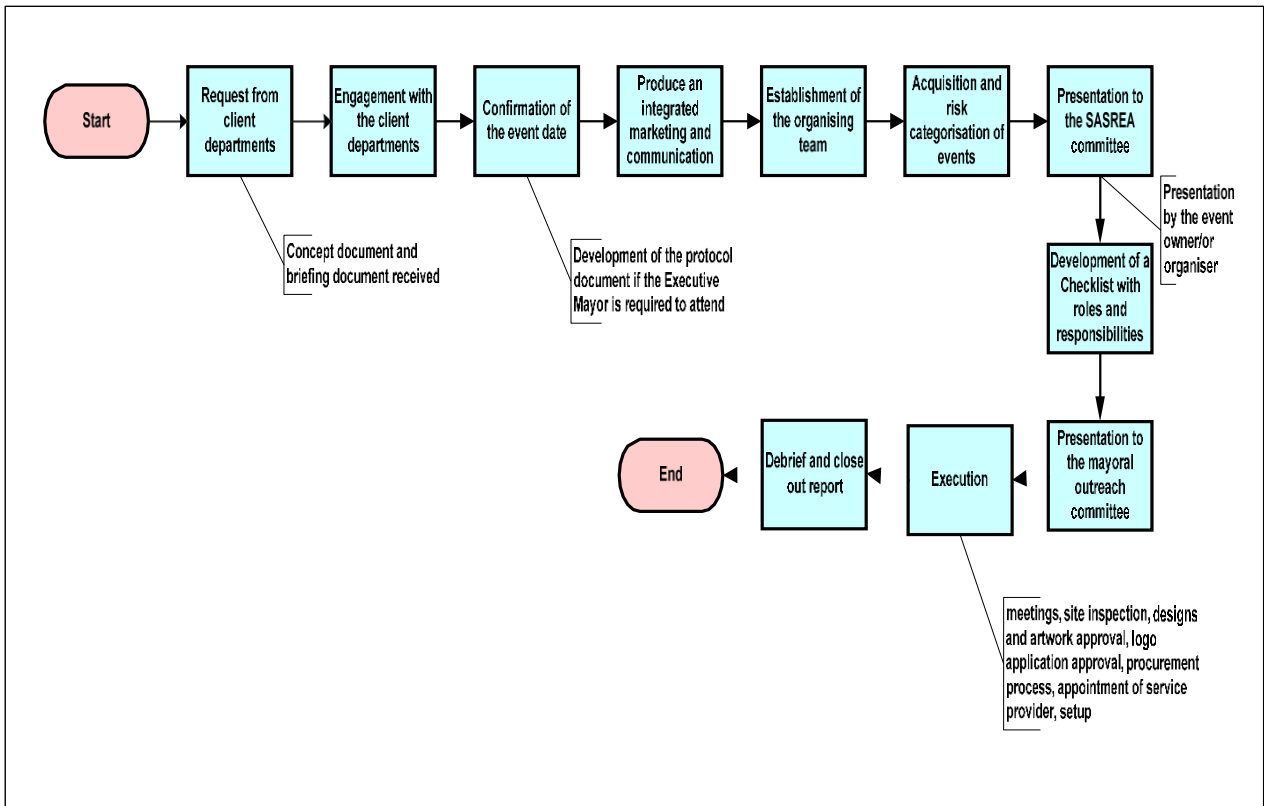
10.8 Development of a Checklist with roles and responsibilities;

10.9 Presentation to the mayoral outreach committee to be signed off by the HoD and/or respective DH;

10.10 Execution (meetings, site inspection, designs and artwork approval, logo application; approval, procurement process, appointment of service provider, setup; and

10.11 Debrief and close out report.

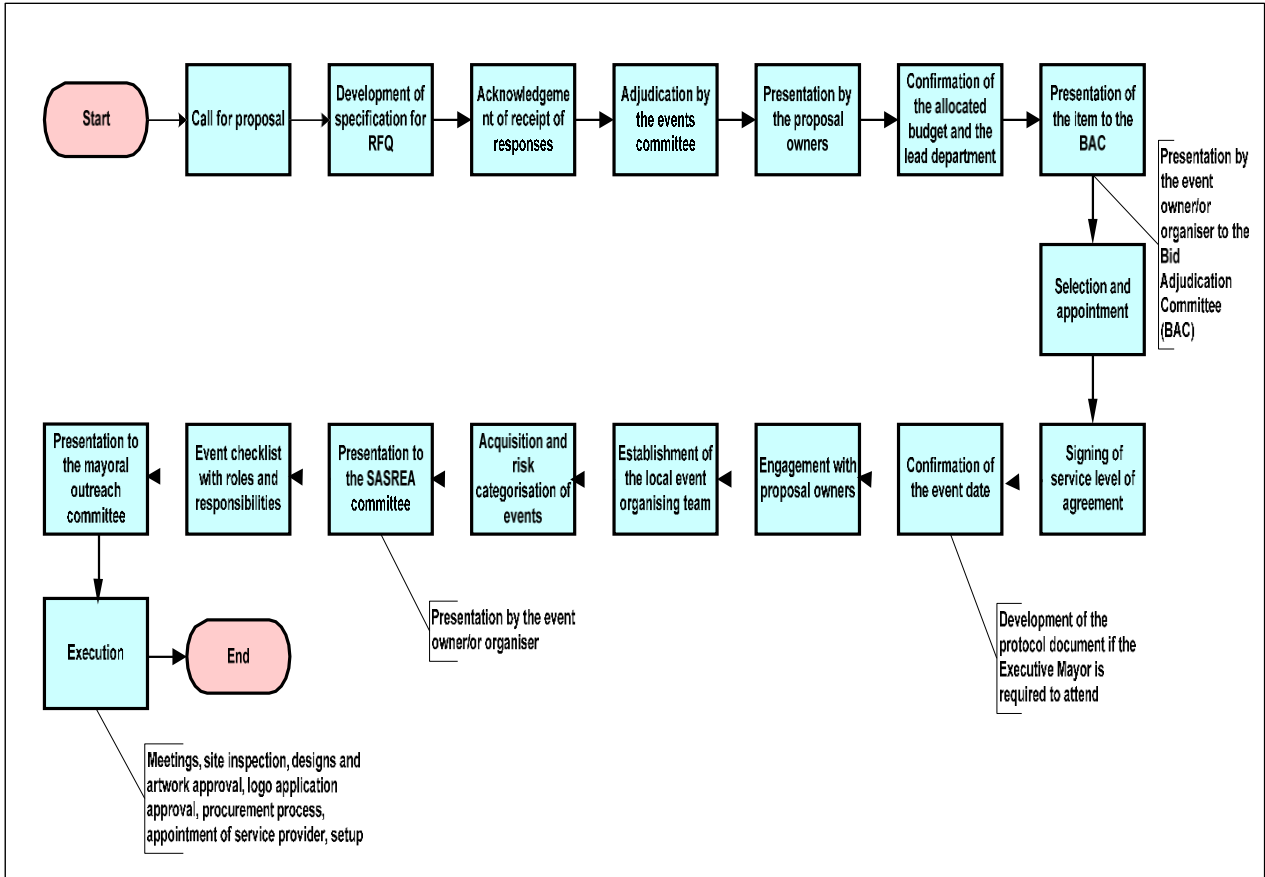
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11. PROCESSES AND PROCEDURES FOR PARTNERSHIP EVENTS

- 11.1 Call for proposal;
- 11.2 Development of specifications for RFQ;
- 11.3 Acknowledgement of receipt of responses;
- 11.4 Adjudication by the Events Committee;
- 11.5 Presentation by the proposal owners;
- 11.6 Confirmation of the allocated budget and the lead department;
- 11.7 Presentation of the item to the Bid adjudication committee (BAC);
- 11.8 Selection and appointment;
- 11.9 Signing of service level of agreement;
- 11.10 Confirmation of the event date (development of the protocol document if the Executive Mayor is required to attend);
- 11.11 Relevant departments engagement with proposal owners;
- 11.12 Establishment of the local event organising team;
- 11.13 Acquisition and risk categorisation of events;

- 11.14 Presentation to the SASREA committee by the event owner/or organiser;
- 11.15 Development of the Event checklist with roles and responsibilities;
- 11.16 Presentation to the mayoral outreach committee;
- 11.17 Execution (meetings, site inspection, designs and artwork approval, logo application approval, procurement process, appointment of service provider, setup;



12. BIDDING AND HOSTING

The CoE procedure and process for Bidding and hosting any event must be executed in the following manner:

a) Process for Hosting

- Development of the event concept or intent to bid
- Establishment of vision/mission/purpose
- Development of event goals and objectives
- Conduct a situational analysis
- Identification of strategy options
- Development and implementation of operational plans
- Creation and implementation of control systems
- Host the event
- Evaluation, shutdown and reporting

b) Process for Bidding

- Intent to bid
- Decision to proceed with bid
- Event feasibility assessment
- Formation of a bidding body and preparation and submission of a bid document
- Acceptance/rejection of bid
- Feedback to rights holder/ association/ federation

13. MANAGEMENT OF THE CITY EVENTS CALENDAR

- 13.1 In order to improve planning for events, an official Municipal events calendar shall be published and regularly updated as and when events are proposed and approved;
- 13.2 The management of the calendar will be the responsibility of the Communications and Brand Management Department (Events and Projects Division);
- 13.3 All departments shall submit their planned events dates to the Department of Communications and Brand Management Department for inclusion in the events calendar;
- 13.4 All Departments must submit record of amendments, cancellations and postponements of the events to the Communications and Brand Management department for further adjustments to the event calendar
- 13.5 The hosting departments shall be advised of successful inclusion or if an event presents a significant clash, in which a mutual agreement upon solution will be found

14. UNDERLYING GUIDING PRINCIPLES AND POLICY FUNDAMENTALS

- 14.1 Every event needs to be planned in detail to ensure success. Event Planning Checklist is attached as Annexure 1 to this Policy
The following steps represent a summary of actions that need to be considered as a guideline in order to plan and execute an event:

15. STAKEHOLDER PARTICIPATION AND CONSULTATION

Participation by relevant stakeholders and relevant role players is very important to ensure “buy in” the event.

- 15.1 For the purpose of this policy stakeholders shall mean client departments, entities, Business, employees, executives, legislature, suppliers, role players and communities.
- 15.2 Internal consultation shall be done through the communications forum and events organising teams.

16. RISK MANAGEMENT

The management of risks, associated with events, is a vital component of event management and needs to be considered and determined. Risk can be defined as an actual possibility of loss, or exposure to loss – where loss can refer to any accident or occurrence that will result in injuries, deaths, property damage and destruction, damage to public image or reputation, claims or lawsuits.

16.1 In terms of the safety and security for events, the aims are to ensure:

- a systems approach to event safety management as prescribed by SASREA ACT
- multi-disciplinary and multi-sectoral engagement
- a hazard identification and risk vulnerability assessment approach
- reviewing, advising on, monitoring, measuring performance and evaluating Event Plans
- a formal approval/rejection procedure
- promoting training and development in event safety management
- the application of the South African National Standards 10366 of 2009 edition 2 for events

16.2 In order to plan for risk the following must be taken into account:

- A crisis management and communication plan – Communications and Brand Management;
- Administration, policies, finances, accountability, minutes of all meetings must be kept and managed – Event Co-ordinator/event owner
- Health safety risk management plan – Health and Social Development
 - Food poisoning
 - Medical staff – medical kit
- Crowd management plan – Disaster Management
- Emergency gathering point
- List and addresses of the attendees
- Security and disaster management plan – Disaster Management
- Parking and transport emergency plan – Disaster Management
- Should the possibility of a risk exist, everything possible should be done to prepare or insure council against any possible claims

17. RESOURCE MANAGEMENT

17.1 Financial Resource Planning

- Financial planning is crucial for all events therefore upon submission of the concept document all departments must ensure that budgets for all planned events are approved and committed to the said event.

- All departments must consult with the Communications and Brand Management Department (Projects and Events) with regards to the development of technical specifications for required goods and services

17.2 Institutional / human resources

- To plan a successful event, sufficient and properly trained and managed staff should be identified. Accountability, responsibilities, lines of reporting, infrastructure, backup and documented plans are aspects that should be considered (who is responsible for what).

18. EVENT BRIEFING DOCUMENTS

18.1 Concept document: The prescribed template will be provided as annexure.

18.2 Branding request form: The form will be prescribed as an annexure.

18.3 Design, printing and distribution job card: The form will be prescribed as an annexure.

18.4 Media and Advertising request form: The form will be prescribed as an annexure.

18.5 Corporate gifts and promotional items request form: The form will be prescribed as an annexure.

19. CHECKLIST/ACTIVITY PLAN

19.1 A checklist is a list of items required, things to be done or points to be considered putting emphasis on actions to deliver on milestones, timelines and responsibilities.

19.2 In order to comply with the afore-mentioned processes, check lists are essential in the management of events, and help to insure that the afore-mentioned processes are followed and adhered to, capturing the detail upon which the success of an event depends.

19.3 The event specific Checklist will be developed to meet the requirement of the particular event.

20. ADMINISTRATION

20.1. Administration of the departmental planning documents, check lists, minutes of meetings, budgets and requests for inter-departmental assistance must be properly documented.

20.2. Department must ensure that debriefing sessions are held to evaluate events and close out reports are done 7 days after the event. (Close out report will be provided as annexure)

21. BRANDING AND MARKETING OF EVENTS

21.1. The City of Ekurhuleni events must ensure a clear single brand identity, in accordance to the Corporate Identity (C.I.) Manual and City of Ekurhuleni Brand Management policy.

21.2. Marketing activities for events include the placement and production of posters, pamphlets, advertisements in the press, publications, signage, outdoor billboards, flags, street poles, mobile advertising platforms, marketing collateral and digital marketing platforms.

21.3. Internal Event: client departments may activate these activities at events provided there is sufficient budget and the necessary supply chain management processes are followed.

21.4. External Event: organisers must apply for permission to erect or activate the events and receive approval the City of Ekurhuleni.

21.5. All outdoor advertising for events must comply with the Municipality's Outdoor Advertising and Signage By-law, and clearly indicate the advertising has been approved by the Municipality.

22. THE ROLE OF COMMUNICATIONS AND BRAND MANAGEMENT

The Communications and Brand Management unit shall provide assistance and advice where necessary to plan events including but not limited to:

- i. Advertising
- ii. Press statement
- iii. Media briefing
- iv. Media buying
- v. Mobilisation of communities
- vi. Design and artwork
- vii. Speeches
- viii. Invitations
- ix. Photography arrangements
- x. Promotional material

- xi. Branding
- xii. Events management

23. LEGISLATIVE REQUIREMENTS AND COMPLIANCE

23.1. Legislative Requirements

23.1.1. In the consideration of events processes, applications for events planning and staging of events (including any preparation for and completion of), the stipulations of applicable legislation and their amendments or relevant policies must be taken into account. Events must comply with the applicable legislative requirements.

23.2 Legislative Compliance

23.2.1 All Events must comply with and adhere to applicable legislation, including regulations and by-laws.

23.2.2 The City of Ekurhuleni will develop an Events By-Law to provide the authority and framework to support events compliance.

23.2.3 Specific mechanisms will be used to manage non-compliance including where appropriate, a requirement for a deposit, provision for a notice of non-compliance, a fine/s and/or damage claims, the monitoring of the Event Organiser's and/or Venue Owner and Venue Manager's record.

24. CONTRACTUAL ARRANGEMENTS

24.1 The support of the City of Ekurhuleni for events of whatever nature must be contractually concluded in form of a service level agreement and/or collaboration agreement and/or Memorandum of Agreement (MOU).

24.2 Events will be monitored and non-compliance will be managed through the City of Ekurhuleni's processes including withholding of deposits, fine/s, damage claims, letter/s of non-compliance and retention of a record of non-compliance by Event Organisers, Event Venue Owners and Managers.

24.3 Non-performance and non-compliance of service providers will be dealt with the predetermined conditions of service delivery per case through the mechanism of contractually signed SLAs/MOU/Agreements entered into between the CoE and the respective Service providers.

25. IMPLEMENTATION

25.1 The policy will be implemented immediately after approval has been granted by the Mayoral Committee and signed by the City Manager;

25.2 The department of Communications and Brand Management shall circulate the policy internally and make all employees aware of its existence by using the following communication channels:

- i. Ekurhuleni Notice
- ii. Intranet
- iii. Articles
- iv. MEMO to all departmental heads advising them to ensure that all employees in their departments are aware of the existence of the policy, its contents and implications if contravened. This is to ensure the inclusion of employees who do not have access to computers or emails

26. POLICY REVIEWS

26.1 This policy shall be effective from date of approval by Council;

26.2 The policy shall be reviewed once in three years; and may also be reviewed as and when the need to do so arises which may depend on a change in circumstances, such as the law or national policy on the matter or issue, etc. The policy with any proposed amendments shall also be submitted to Council for approval;

The policy shall be disseminated to all Departments following approval by Council.

27. COMPLIANCE WITH THE POLICY

Non-compliance of this policy is furthermore deemed as a breach of the Code of Conduct for Municipal Staff Members as is provided for in Schedule 2 of the Local Government: Municipal Systems Act, 2000 (Act 32 of 2000) and will be referred to the relevant directorate for corrective measures or disciplinary action.

Disciplinary action up to and including employee termination may be taken against employees who fail to comply with the provisions of this policy.

28. RELATED POLICIES AND PROCEDURES

This policy must be read together with the following policies and procedures:

- Corporate Identity Manual
- Communications Management Policy
- Brand Management Policy
- Stakeholder Management Policy

29. PRECEDING POLICIES RESCINDED

29.1. Please note that all previous policies in respect of this subject are RESCINDED and REPLACED with the adoption of the new policy.

30. SIGN OFF

The signatories hereof, confirm their acceptance of the contents and recommend the adoption of this policy thereof.

DESIGNATION	SIGNATURE	DATE SIGNED
POLICY OWNER		
HOD: COMMUNICATIONS AND BRAND MANAGEMENT		
CITY MANAGER		
DATE OF REVIEW		

