

PROJECT: BIG BEACH BREKKY
 DATE: 10 March 2015 v2 - DRAFT
 DRAWN BY: LARISSA TILBURY - PROJECT3





OPERATIONS PLAN

BIG BEACH BREKKY 2015

prepared by
PROJECT3

project
BIG BEACH BREKKY 2015

date
27 FEBRUARY 2015

project3

DATE	VERSION	WRITTEN/UPDATED BY	APPROVED BY
27 Feb 2015	1	Larissa Tilbury	
6 Mar 2015	2	Larissa Tilbury	
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ADIN 23 8/4 U14 U72

2 EVENT DESCRIPTION

The Big Beach Brekky will take place at Cottesloe Beach on Saturday 28 March 2015. This event is fundraising activation by Westpac Bank to raise money for the Westpac Helicopter Rescue Services.

This family friendly and fun event will include a BBQ breakfast (sausage sizzle), bouncy castle, treasure hunt, children's games, plus a World Record attempt to break the current Guinness World Record for the number of sandcastles built within an hour. The current world record was set in Germany in 2013 with a total of 2230 sand castles built within an hour.

The event will be held between Cottesloe Surf Club and North Cottesloe Surf Club with the sandcastle build being on a 200m stretch of beach out the front of the grassed area near the childrens play equipment.

The event will start at 9am – 1pm with the World Record attempt kicking off at 10am.

3 MANAGEMENT STRUCTURE/S

Westpac Bank are the event holders and have appointed project3 as the Event Managers. Both Westpac and project3 are working closely with the following organisations to ensure the event is a success:

- Town of Cottesloe
- Cottesloe Surf Life Saving Club
- North Cottesloe Surf Life Saving Club

4 MEDIA & MARKETING

4.1 Website

The website for the event is westpac.com.au/bigbeachbrekky

4.2 Social Media

Big Beach Brekky has the following social media channels:

Facebook: <https://www.facebook.com/pages/Big-Beach-Brekky-Cottesloe>

Instagram: [@BigBeachBrekky!](https://www.instagram.com/BigBeachBrekky/)

Twitter: www.twitter.com/bigbeachbrekky

These are the official channels for the Big Beach Brekky.

Our official hashtag is #BigBeachBrekky. Participants and other event stakeholders will be encouraged to use this.

4.3 Advertising

Westpac is promoting this event via their various media partners, in stores and via social media channels and the event website.

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4.4 Photography

Amy Sewell – Commercial Photography has been appointed as the official photographer.

5 EVENT SCHEDULE

Date & Time	Activity	Venue
Wednesday 25 March		
08:00 – 17:30	Sand sculpture Build Commences	Event Village
08:00 – 17:30	Westpac Volunteers onsite to assist with security and hand out event information	Event Village
17:30 – 00:00	Overnight security in place	Event Village
Thursday 26 March		
00:00 – 8:00	Overnight security in place	Event Village
08:00 – 17:30	Sand sculpture Build Continues	Event Village
08:00 – 17:30	Westpac Volunteers onsite to assist with security and hand out event information	Event Village
17:30 – 00:00	Overnight security in place	Event Village
Friday 27 March		
00:00 – 8:00	Overnight security in place	Event Village
08:00 – 17:30	Sand sculpture Build Continues	Event Village
08:00 – 17:30	Westpac Volunteers onsite to assist with security and hand out event information	Event Village
12:00	Event Village layout marked out	Event Village
17:30 – 00:00	Overnight security in place	Event Village
Saturday 28 March		
00:00 – 8:00	Overnight security in place	Event Village
05:00 – 08:00	Beach and Event Village Set-up by project3	Event Village / Beach
07:00	Westpac volunteers arrive onsite & event briefing	Event Village
07:30	Bouncy Castle Set-up	Event Village
07:30	Sand sculpture finished	Event Village
09:00 – 12:00	Event Village Open	Event Village
09:00	Big Brekky commences	Event Village
09:00	Registrations Open	Event Village

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Date & Time	Activity	Venue
09:15 – 09:45	Digging for Treasure Game	Beach
09:45	Participants for the World Record Attempt in place	Beach
10:00 – 11:00	World Record Attempt	Beach
12:00	Event finishes and bump-out commences	Event Village / Beach

6 EVENT LOCATIONS

Following is a list of key locations for the Big Beach Brekky, which are and will be referred to frequently:

ACTIVITY	LOCATION
Event Village	Grassed area next to children's playground
Big Beach Brekky	Event Village, Grassed area
Registration for World Record Attempt	Event Village, Grassed area
World Record Attempt	Beach (approx.. 250m directly in front of event village)
Digging for Treasure Game	Beach (approx.. 250m directly in front of event village)
Bucket & Spade Collection	Beach (marquee on the beach)
Sand Sculpture	Event Village, Grassed area
Bouncy Castle	Event Village, Grassed area

7 KEY CONTACTS & PHONE NUMBERS

Name	Title	Organisation	Phone
Matt Delmenico	State Marketing Manager	Westpac	
Matt Turnbull	Local Business Banker	Westpac	
Kate Eccles	Regional General Manager	Westpac	
Claire Parker	Director	Project3	
Larissa Tilbury	Event Manager	Project3	

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Name	Title	Organisation	Phone
Kasey Hartung	Operations	Project3	
Sherilee Macready		Town of Cottesloe	
Jenny Rossen	Sand Sculptor	Jenny the Sand Castle Girl	
Simon Beaumont	MC		
Cottesloe Police Station		WA Police	
		North Cottesloe Surf Life Saving Club	
		Cottesloe Surf Life Saving Club	
		Bouncy Castle Provider	
		AV Provider	

8 RISK MANAGEMENT PLANNING

An overall risk management plan has been drafted, addressing issues of competitor and spectator safety, crowd control, traffic management and will include emergency evacuation plans from key venues; muster points; the location of First Aid stands, and key contacts and instructions for specific scenarios.

The Risk Management Plan has been drafted and implemented in accordance with international Standards AS/NSZ ISO 31000:2009 Risk Management – Principles and Guidelines on Implementation; and ISO IEC 31010 Risk Management – Risk assessment techniques.

9 EMERGENCY MANAGEMENT

Police and Emergency Services will be briefed and on hand at the event as appropriate to deal with any major incidents or situations. Emergency Services personnel will assume control in the event of any major incident, with the full support and cooperation of the organisers. In a public venue, it is perceived that access and egress for emergency vehicles has been catered for by the venue management, and approved by appropriate authorities.

All exits will be kept clear and available for entrance and exit of emergency vehicles throughout the event, as well as ready access to all areas of the event.

All staff and volunteers will be briefed in the appropriate response to accidents and incidents, and an incident form made available to record and report the occurrence and outcome.

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10 EVENT CANCELLATION OR DELAY

The process for delay /cancellation or delay prior to event day is as follows:

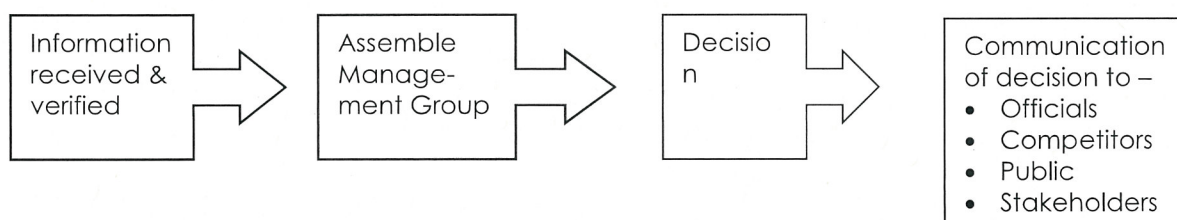
1. Issue reported
2. Consultation with stakeholders
3. Decision and actions agreed on.
4. Communicate decision to stakeholders and general public.

The process for delay /cancellation on event day involves the same four steps however the decision will be made by the Management Group. The composition of the management group may change depending on the nature of risk that may cause delay / cancellation. The need to consider delay or cancellation may be reported to the Management Group via three pathways.

1. Bureau of Meteorology or other weather monitoring agency
2. Emergency Services
3. Event communications process – via event officials.

Examples of risks that could result in cancellation or delay prior to or on the day are included in the Appendices.

Decision making flow chart



11 CONTINGENCY

If any components of the event have to be delayed or cancelled, due to bad weather or any other reason following are the proposed contingencies:

EVENT	PROPOSED CONTINGENCE
Event Village open	Could temporarily move the village North Cott Surf Club or Cottesloe Surf Club
World Record Attempt	Cancel or delay until another date
Digging for Treasure	Cancel or delay until another date
Big Beach Brekky	Cancel or delay until another date

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12 APPROVALS

Below is a list of the approvals that will be sought for the event:

Authority	Consultation	Received a copy of the Risk Management Plan	Approval
-----------	--------------	---	----------

Consultation

Town of Cottesloe	✓	✓	
Sir Charles Gardiner Hospital	✓	✓	
WA Police	✓	✓	
St John Ambulance	✓	✓	
DFES	✓	✓	

Permits

Food	✓	n/a	
Trading in a Public Place	✓	n/a	
Filming	✓	n/a	
Structural Certificates	✓	n/a	
Liquor License	✓	n/a	Approved

13 COMMUNICATION

Mobile phones will be the primary means of communication.

All officials and volunteers will be given the contact numbers of all key personnel on event and will also be briefed to document any incidents via the incident form – please see appendix for a copy of this form.

14 WORLD RECORD ATTEMPT

It is expected that there will be up to 2000 people participating in the World Record Attempt, the majority of these participants will be families and young children.

The World Record Attempt will take place on a 200-250m stretch of beach out the front of the Event Village (grassed area near the children's play equipment) at Cottesloe Beach. The current world record is set at 2230 sandcastles built in one hour.

Each individual build site will be 1m(L) x 2m(W) and the sandcastles need to be 60cm(H) x 60cm(W) and have four turrets on top to be eligible to be counted in the World Record Attempt. There will be water bins/buckets placed at the end of each row for participants to assist participants in their sandcastle build.

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Westpac volunteers will be stationed at each row to assist individuals with their sandcastle build and will also be checking over the sandcastles to ensure they are meeting the Guinness World Record requirements. Once a sandcastle has been reviewed and is the correct height and width a flag will be placed on top of the sandcastle to indicate it is correct.

The event will be held The World Record attempt will be filmed by Westpac with a time stamp recording and will be sent to Guinness World Records post-event for evaluation.

15 SPECTATORS / ENTERTAINMENT

The Big Beach Brekky is a fundraising event for the Westpac Helicopter Services and will include a Sausage sizzle, bouncy castle, treasure hunt, children's games, plus the World Record attempt for the number of sandcastles built within an hour. As it is a fundraising event, the activities at this event will be at a cost to participants. The cost are as follows:

- World Record Attempt - \$20 for an individual / \$50 for a family
- Digging for Treasure – \$10 per person
- Big Beach Brekky (Sausage sizzle) – \$3 for a sausage sizzle / \$2 drinks
- Bouncy Castle – \$10 per person
- Bucket & Spade - \$5 TBC

There will be an MC on-site that will be keeping everyone up to date on what events are happening when, plus also a running commentary on the World Record Attempt.

16 SERVICES

16.1 Information

There will be an information desk for member of the public co-located in the registration tent.

16.2 Toilets

Members of the public will have access to 8 x temporary toilets located on the grassed area in the event village. The public will also have access to the main toilet block located under the Indiana Tea Rooms.

16.3 Food

Westpac will be looking after the breakfast which will include sausage sizzle with eggs, bacon and sausages plus cool drinks.

Westpac will have to be approved by the Town of Cottesloe, in line with the Town's health guidelines

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16.4 Children's Entertainment

There will be a bouncy castle located in the event village and the digging for treasure game and the World Record attempt are all suitable for children. The event village is also located next to a children's playground.

16.5 Water & Sunscreen

Water and sunscreen will be available in the event village and beach. Water can be purchased from the food area. Free Sunscreen will be available from the registration tent and the bucket & spade tent on the beach.

16.6 First Aid

First Aid will be provided by the Surf Life Saving Club and they will be on standby located at their Surf Club posts.

16.7 Security & Crowd Management

Hawkeye Security have been appointed to provide overnight assets protection for sand sculpture and during the day Westpac volunteers will be assisting in security of the sand sculpture.

Staff & officials / volunteers will be advised to take responsibility for looking after assets and valuables

16.8 Parking & Public Transport

Parking is available free of charge (with a 3 hour limit) and there are the following car parks available events:

- Car park 1, Marine Parade Cottesloe
- Car park 2, Marine Parade, Cottesloe (located opposite event village)

There are regular Transperth bus and train services to Cottesloe Beach. For more information on these services refer to Transperth timetables.

16.9 Waste Management

A waste management strategy will be in place for the event, more details to be provided closer to the event.

16.10 Traffic Management

It is not envisaged that there will be any road closures in place for the event, however if required a traffic management plan will be in place prior to the event.

16.11 Ingress and Egress

All relevant ingress and egress points will be suitably signposted, ensuring that emergency exit points cannot be obstructed and that there is access for emergency vehicles at all times.

16.12 Mobility Plans

The public toilet blocks at the Indiana Tea Rooms cater to mobility impaired people.

Most of the event village is grassed, however it is firm and suitable for wheelchairs. There is a paved area suitable for viewing the world record attempt, however,

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access onto the beach would be difficult because of the deep sand and steep pathway to the beach.

17 VOLUNTEERS – RECRUITMENT, MANAGEMENT & TRAINING

Westpac staff will be the on-event volunteers will be used in a variety of roles. There will be approximately 50 volunteers needed for this event and will be in the working in the following areas:

- Registration Desk
- Sausage Sizzle
- Beach – assisting in the Digging for Treasure game and World Record Attempt
- Event Village – assisting in people movement and offering assistance where needed

18 SITE PLANS

Site plans are included in the Appendices.

19 OTHER DOCUMENTS

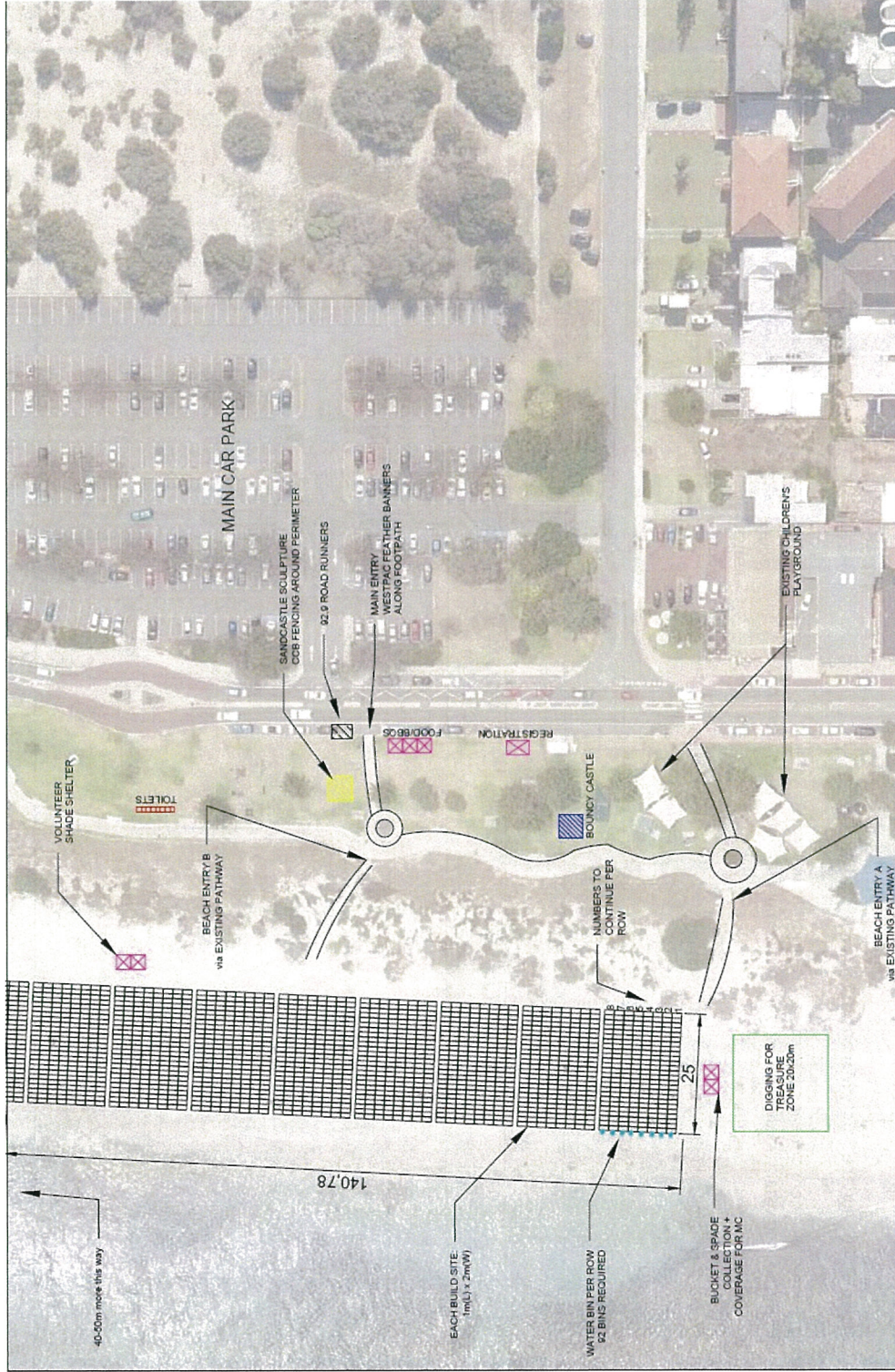
This Operations Plan should be read in conjunction with the following Big Beach Brekky event documents:

- Big Beach Brekky Risk Management Plan
- Big Beach Brekky Risk Register / Hazard Analysis
- Guidelines for concerts, events and organized gatherings, WA Department of Health

20 APPENDICES

Site Plan
Incident Report form
Decision Making Scenarios

20.1 Site Plan



PROJECT:	BIG BEACH BREKKY
DATE:	28 FEB 2016 v1 - DRAFT
DRAWN BY:	LARISSA TILBURY - PROJECT3



20.2 Incident Form

Incident Report

Who uses this form?

Two People – the employee and the Safety Manager (or authorised Representative)

Purpose?

When a hazard, incident, accident or near miss occurs, record what happened, what investigations occurred, and what was done to prevent future injury or illness in relation to this incident, accident or near miss.

What should happen?

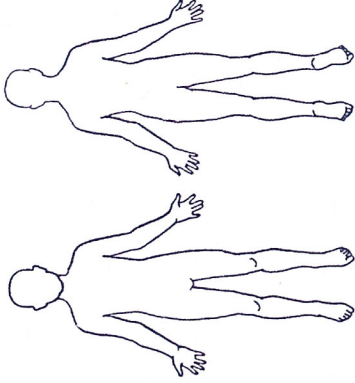
The completed form should be submitted to the Event Manager.

Definitions:

Hazard - is a source or a situation with a potential for harm in terms of human injury or ill-health, damage to property, damage to the environment, or a combination of these.

Incident - is an event which has the potential to cause injury, and/or damage to property and/or equipment. This can also be described as a **near miss**.

An **accident** is an event which causes an injury to a person, and/or damage to property and/or equipment.

Name:		Department:	
EXT #:	Mobile #:	Location:	
Date of Incident:		Witness Name:	Witness Contact #:
Describe the Incident / Accident: (Where? How? What? Include tasks being performed, tools being used etc)		Describe the Injury / Damage: (Where? What? Include type of injury, Location of Injury, Equipment / Facilities Damaged)	
	Time of Incident:	AM / PM	
			

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Describe the Location / Environment: (Indoors? Lighting? Floor Surface? Etc)		Was Medical Treatment Required? Has the hazard been reported? Workers Compensation Form Required?	YES / NO YES / NO YES / NO	If yes, what type? (First Aid, Doctor, Hospital) Who was it reported to? Workers Compensation Form Submitted?	
Suggest possible solutions:					

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20.3 Decision Making Scenarios

RISK	SUB-RISK	IMPACT	LIKELY COMPOSITION OF DECISION MAKING TEAM
Adverse weather	Electrical storm	Danger to the public and to competitors	Westpac Project3 Town Of Cottesloe
	High winds	Danger to the public and to competitors	Westpac Project3 Town of Cottesloe
	Torrential rain	Will reduce the visual appeal of the event, discourage spectator attendance; danger to competitors	Westpac Project3 Town of Cottesloe
	Unpredictable or unstable weather	Dangerous for sandcastle build, especially sudden gusts of wind or high tide. May result in cancellation of the world record attempt way through.	Westpac Project3 Town of Cottesloe
Key personnel (low risk)	Illness, accident, delays	Force the use of backup personnel e.g. absence of event manager	Westpac Project3
Other catastrophic events	Fire, or civil emergency elsewhere	Drain critical persons from the event, e.g. police, DFES, St Johns Ambulance.	Westpac Project3 Town of Cottesloe
	Fire, major accident in or close to Cottesloe	Overwhelm event and render the event activities inappropriate	Westpac Project3 Town of Cottesloe
	Incident with fatalities on the event day, but not in Cottesloe e.g. national security	Render event activities inappropriate	Police Westpac Project3 Town of Cottesloe

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RISK	SUB-RISK	IMPACT	LIKELY COMPOSITION OF DECISION MAKING TEAM
Any perceived risks to public safety or breach of law or regulation	Fire, violence, threats (e.g. bomb) or other significant human behavior risks	Delay or cancellation being ordered by WA Police or DFES	Westpac Project3 Town of Cottesloe

Siobhan French

Sent: Wednesday, 11 March 2015 2:16 PM
To: Sherilee Macready
Subject: RE: Beach event - Request for access to a location at the foreshore area during De-Installation phase of exhibition - 25 March to 27 March 2015

Follow Up Flag: Follow up
Flag Status: Completed

Categories: Events

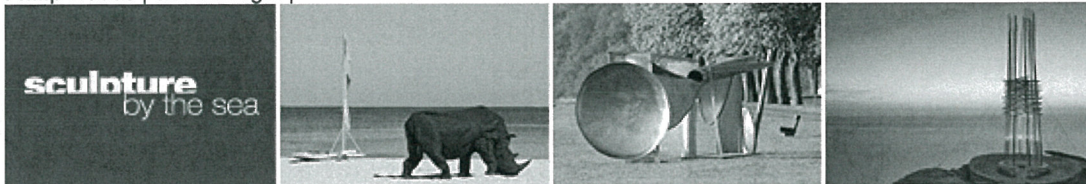
Hi Sherilee,

I am happy to confirm that the proposed activity does not interfere with the deinstall of Sculpture by the Sea and can be approved.

Cheers,

Philip

Philip Wadds | Site Manager |



www.sculpturebythesea.com

Cottesloe 6 – 23 March 2015 | Aarhus 5 June – 5 July 2015 | Bondi 22 October – 8 November 2015

[image credits](#)



From: Sherilee Macready
Sent: Wednesday, 11 March 2015 5:12 PM
To: Philip Wadds | SculpturebytheSea
Subject: Beach event - Request for access to a location at the foreshore area during De-Installation phase of exhibition - 25 March to 27 March 2015
Importance: High

Dear Phillip,

As per our conversation, a fundraising beach event has been approved for Cottesloe Beach north of Indiana Restaurant for Saturday, 28 March 2015. I wrote to you earlier this year to enquire whether the de-installation phase would be complete by this date, which you confirmed to be the case.

Organisers of the beach event have recently enquired with the Town as to whether a specific location can be accessed during the De-Installation phase, Wednesday 25 March to Friday 27 March. Please refer to the attached map for more information. The yellow square indicated on the map, is the proposed location where a Sand Sculptor is requesting access with a truck to deliver the sand that they require to build a sand sculpture, during the dates of Wednesday 25th March to Friday, 27th March 2015. The rest of the event infrastructure will be "bumped in" on Saturday 28th March.

With this revised dates and specific location in mind, do you envisage that the foreshore area be free of machinery from Wednesday 25th March to Friday 27th March?

Regards,

Sherilee Macready
Community Development and Events Officer



Town of Cottesloe

109 Broome Street | Cottesloe WA 6011

P O Box 606 | Cottesloe WA 6011

☎ (08) 9285 5000 | F (08) 9285 5001



🌐 www.cottesloe.wa.gov.au