

Communication and Incident Response Plan Shepparton Festival

This Communication & Response Plan provides guidance to the Shepparton Festival General Manager, Committee and workers regarding communicating the following:

- 1. Cancellation of Events or Festival. COVID-19 or other related.**
- 2. Confirmed Cases of COVID-19**
- 3. Patron Messaging. Health & Hygiene. Event Experience**
- 4. Worker, Volunteer, Artist & Vendor Communications**

This Document also forms a part of the Shepparton Festival COVID-Safe Plan.

1. Communication Plans – Response. Cancellation of Events or Festival

In the event of notification to the General Manager, COVID Marshal or other person of Festival responsibility that there has been either:

- a) A change in Government Directives or CHO declared Restriction which necessitates the cancellation of an event, events, or the entire Festival; or,
- b) A confirmed case of COVID-19 in a person who has attended or being in close contact with a Festival event (patron, worker, volunteer, performer, supplier)

Then the following communication response shall be activated:

1. Activate an internal incident management process with the identified Incident Response Team
 - a. Quick response phone and / or online meeting between the COVID Marshall (Alaina Tuckett) General Manager (Louise Tremper), Creative Director (Jamie Lea), Committee Chair (Kirsten Green) and Marketing/Comms (Olivia Evans) and personnel with web, ticketing and social media access (Sian Lewis).
 - b. Confirm issue/s arising
 - c. Confirm Response – what is the course of action? (e.g. event closure, event cancellation, event reschedule, festival cancellation)
2. Notify all event organisers, festival workers including volunteers, performers and contractors immediately and effectively of the issue and the response.
 - a. The Response Team's role includes identifying who will be contacted, and by whom.
 - b. Ensure every Event Running Sheet / production sheet has up to date contact mobile phone numbers for key event personnel including event organiser, venue (if relevant), performers or artists (if possible), workers and volunteers and contractors or suppliers.
 - c. These Event Running Sheets and contact numbers must be readily accessible and kept in either the Festival administration space, or in a secure online environment

such as password protected Google Drive, where Festival organisers can immediately access required contact details and other information.

- i. SMS: If feasible the Festival will create a mobile phone database and utilise group Messaging software for immediate contact of all key personnel.
 - d. Incident response meeting must specify who is responsible for contacting which key event personnel.
 - e. A record should be kept of who has been contacted. A centrally accessible Google Doc or similar will be established for this purpose.
3. Identify and notify all other stakeholders who need to be told and by who.
 - a. The Festival will establish a centrally located and accessible list of Festival Stakeholders and contact details for notification. This will include:
 - i. Greater Shepparton City Council
 - ii. Venues
 - iii. Suppliers and other third-party contractors
 - iv. Other regulatory bodies as necessary
 - v. Festival sponsors and key supporters.
 - vi. Others as identified.
4. In the event of a confirmed COVID-19 Case with close contact to the Festival, then the Incident Response Team will also put into effect immediate notification of:
 - a. performers, musicians, artists, production teams, touring parties and contractors who have been in Festival venues / events in the 14 days prior to the confirmed case being reported.
 - b. cleaning contractors.
 - c. And follow the *Confirmed Cases COVID-19 Response Plan* below
5. Notifying Patrons
 - a. Ticketed Events: Ticket holders to events will be notified directly via email using contact emails provided at the time of booking
 - b. Non-Ticketed Events: All other potential patrons will be notified via the following:
 - i. Web-site update including home-page notification alert
 - ii. Social Media posts – Facebook, Instagram, Twitter as appropriate
 - iii. Printed notices placed at event sites / venues
 - iv. Local radio and / or print as appropriate
6. The Festival will develop a set of pre-agreed statements for possible scenarios which may include:
 - a. Cancellation of an event or series of events;
 - b. Cancellation of the Festival;
 - c. Confirming that a patron / staff member involved with the Festival is confirmed to have COVID-19;
 - d. What the Shepparton Festival is doing to ensure the safety of all who attended;
 - e. What the Festival is doing to ensure it can be re-opened safely / future events (this may not be possible within a 17 day timeframe)
7. The Festival will keep its workers, stakeholders and patrons regularly updated as the situation unfolds.

2. Confirmed Cases of COVID-19 – Additional Communications

The following additional actions are to be put into place if the Festival are notified of a confirmed case of COVID-19 contact within the Festival or one of its events. This is *in addition to* those steps detailed in the Response Plan above.

This communication response is for patrons, workers and stakeholders, and does not cover the mandatory reporting to DHHS and Safe Work Victoria, which is detailed in the relevant section of the Festival COVID-Safe Plan.

1. The Festival Office and Festival online documentation resources shall have an up-to-date list of emergency contacts. This will include
 - a. All staff and volunteers
 - b. The event schedules detailing all organisers, producers, crew, performers, or a key person who can contact those people.
 - c. Local Public Health Authority
 - d. Cleaners and Contractors for the Festival
 - e. Local emergency services including Police
 - f. Greater Shepparton Council Health and Environmental services
2. Those persons and organisations detailed in (1) above will be contacted with the agreed statement regarding a positive case of COVID-19 in contact with the Festival, and the Festival's response.
3. Greater Shepparton Council will be provided with the Festival COVID Marshall contact details during the planning phase.
4. The Festival Response team will ensure it has ready access to patron event attendance records - tracing data, or is able to provide that data to DHHS and other services if required (for example, QR Code registration data), in addition to Ticket holder information. See COVID-Safe Plan – Record Keeping.
5. Should the infected individual contact the Festival directly, work through the following checklist of questions to allow the Festival response plan to be as effective as possible:
 - a. Have they notified DHHS or the local Public Health Authority? If not, provide them with that contact information.
 - b. Confirm what date they were at the Festival, and which event they attended including the time (in case there were at multiple events that day).
 - c. Where did they enter the event, did they use the restrooms, food or bar or other services? Ask them to trace their movement through the venue.
6. The Festival GM / COVID Marshal should work with DHHS or any other relevant local health authority to coordinate contacting of relevant patrons and event works, and public communications.

3. Patron Messaging & Communications

3a. Health & Hygiene

The Shepparton Festival will produce a clear pre-event campaign regarding COVID Safety to its patrons, stakeholders and partners. The messaging will communicate ways in which the Festival has responded to health and safety, what they need to do to make the event as safe as possible, and what to expect when they arrive at the Festival event.

Communication Channels

- Key to pre-event messaging will be the Festival Website and its Social Media pages. An FAQ section on the website dedicated to the Festival's COVIDSafe Event Plan should be considered.
- Online Ticketing purchase portal. Clear messaging on ticketing terms and conditions and condition of entry.
- Box Office – if taking phone and or in-person ticketing sales, all box office staff to be briefed and provided with a COVID-Safe script to notify purchasers of conditions of event entry.
- Utilise individualised EDMs and pre-event messaging to ticket holders for each event, post-purchase. Primarily email.
- Signage at event entrances and other key points is another key communication tool, along with staff directions to patrons at the events themselves.
- Event staff directives to attendees at the events.
- The Festival team will review which other languages should be used to communicate the key messages to be as effective and inclusive as possible.

Key Messages:

1. **Refund policies** - explicitly outline refund policies for when someone is not able to attend due to illness. Ticket holders will not be penalised for not attending when unwell. Instead, they are encouraged to stay at home and not attend the event.
 - a. Festival ticketing terms and conditions for each event updated to reflect this policy.
 - b. Clear messaging on Festival website, ticketing transaction pages, tickets issued including electronic, box office. Fully refundable if unwell. Please stay home.
2. **Terms & Conditions of Ticketing** are updated as per the Festival COVID-Safe Plan guidelines to communicate COVID-Safe conditions of entry and behaviours.
3. **Stay at home if unwell**, or identify yourself as a contact of someone who has been unwell and who is being tested for coronavirus (COVID-19) infection
 - a. Use web, ticketing and signage at key entrance points to events.
4. **Do not attend any Festival event if:**
 - a. You have been in close contact with a person who is diagnosed COVID-19 positive
 - b. You are positive for COVID-19

- c. You have travelled overseas or to a declared 'hot spot' in the previous 14 days
- 5. How and **where to seek assistance** if becoming unwell during the event (locate first aid).
Signage
- 6. Location of **first aid stations** / St Johns Ambulance or other assistance. *Signage.*
- 7. Maintaining **physical distancing** requirements at events.
 - a. Observe all signage, barriers and markers at events. This should include specific event / venue information.
 - b. Any special entrance/ exit points to observe or other security practices that reduce crowding at entry.
- 8. Enhanced **public health measures** that are in place at the event, including any requirement to wear **masks** (consistent with Chief Health Officer Directions).
- 9. **Contactless payments** and transactions where possible.
- 10. Promote **good hygiene practices** at key points (e.g., bathrooms, bar and food outlets).
Posters are available here: <https://www.dhhs.vic.gov.au/promotional-material-coronavirus-covid-19>
- 11. Encourage attendees to download the Commonwealth Government **COVIDSafe app** prior to attending the event.

3b. Patron Experience & COVID Safety

The Festival will communicate pre-event to Festival patrons that they will experience a 'new normal' in the Festival experience for the UNIFY 2021 event.

There may be some level of health screening when entering venues, restrictions on where you can sit; restrictions on crowding with physical distancing in place; and increased health and hygiene protocols.

The Festival will look to communicate this in a way that takes our audiences on the journey with us and communicate in a way that creates understanding and allows our patrons to appreciate that the new way of doing things at Festival is necessary for them to enjoy the community events they love.

4. Workers, Artists / Performers & Vendors Communications

- a. The Shepparton Festival will produce clear pre-event messaging and training as appropriate regarding COVID Safety for its workers, artists & performers. The messaging will communicate ways in which the Festival has responded to health and safety, and what they need to do to make the event as COVIDSafe as possible.
- b. The Festival will provide a concise and clear document of worker, artist and vendor COVIDSafe expectations and requirements. This will be provided prior to the event.
- c. Festival Event workers will be provided training by the Festival prior to the event in COVID Safe health and hygiene and all other COVIDSafe work practices.

This will include training in basic principles and strategies:

- Daily health screening check for all staff on each day they work at a Festival event or office.

- Workers must stay home from work if they have symptoms consistent with COVID-19 – such as fever, cough, chills, muscle pain, headache, sore throat, or shortness of breath.
- They must get tested and isolate until they have a negative result.
- Where practical workers must comply with 1.5m physical distancing. Where it is not possible to undertake work tasks and maintain physical distancing, other control measures need to be implemented.
- Hand Washing & Personal Hygiene. Induction to include training in effective, frequent hand washing with soap or use of sanitiser.
- Cough and Sneeze Etiquette. Workers should cover their cough or sneeze with a tissue, or an elbow or shoulder if no tissue is available, followed by thorough handwashing.
- Workforce Bubbles – where possible workers should work within contained, consistent workforce team bubbles.

See full details in [Workers & Vendors – COVIDSafe Event Plan](#)

During Event Communications with Workers including Artists

- All event workers and artists must register their contact details with the Festival Office prior to commencing any work on Festival Events.
- This should include a mobile number for a phone they will have on them at all times that they are 'on-site', as well as a current email address.
- Festival administration will collate this information with other stakeholder and producer information to create a quick contact database for rapid communication during the Festival. This will enable alerts of any incidents, issues or updates to regulations, practices or protocols for a COVIDSafe Festival.

END

Version Control

Version	2
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Approvals if any	