

Tough Mudder (Australia)



Operational Plan of Management

(Fernhill Estate – NSW)

30 November & 1 December

2013

2013

Prepared by: Stephen Goss

Date: 29 August 2013

SENTRY
business resilience solutions



Event Management Plan



TABLE OF CONTENTS

Section 1:	INTRODUCTION	5
Section 2:	Event Overview	5
	Event Promoter	5
	Promoter Details	5
	Venue	5
	Key Event Dates	5
	DESCRIPTION of Event	5
	Event Schedule	6
	Event CAPACITY	7
Section 3:	Site and Event Location Plan	7
Section 4:	FOOD AND REFRESHMENT ARRANGEMENTS	7
Section 5:	Public transport ARRANGEMENTS (IF REQUIRED)	8
Section 6:	CAR PARKING arrangements	8
	Public Parking and Disability Parking	9
	Event Staff Parking	9
	Emergency Services and Essential Services Parking	9
Section 7:	ADJOINING residents action plan	9
Section 8:	ACCESSIBILITY	10
Section 9:	Emergency access and evacuation plan	10
Section 10:	AMENITIES	11
Section 11:	Waste water treatment	11
Section 12:	building and fire safety regulations	11
Section 13:	eLECTRICAL MATTERS (SAFETY)	12



Section 14: SECURITY MANAGEMENT	12
Event Security	12
Responsible Service of Alcohol (RSA) – Bar Security	13
Master License Number	13
Confiscated Items	13
Section 15: First aid and medical plan	13
Section 16: Waste MANAGEMENT	14
Section 17: DRUG AND ALCOHOL MANAGEMENT	14
Liquor Licensing	14
Section 18: Terms and conditions	15
Section 19: Fire services	15
CATERING & FOOD VENDORS (fire risks)	15
Section 20: Traffic Management	15
Section 21: MASTER CONTACTS LIST	17



SECTION 1: INTRODUCTION

This Operational Plan of Management has been compiled in accordance with the requirements of the Penrith Council Development Application.

SECTION 2: EVENT OVERVIEW

EVENT PROMOTER

Tough Mudder is the promoter of the event at the "Fernhill Estate Site", operated by Simon and Brenda Tripp.

PROMOTER DETAILS

Tough Mudder Pty Ltd– Australia

Level 6 460 Church Street

Parramatta

Sydney 2150

Australia

Australian Contact: Megan Ryan

E: Megan.Ryan@toughmudder.com

M: 0413 061 059

VENUE

1041 Mulgoa Rd Penrith New South Wales.

Fernhill Estate

KEY EVENT DATES

Festival Period: 8.00am to 6pm on Saturday 30th November 2013 and Sunday 1st December 2013

DESCRIPTION OF EVENT

Tough Mudder is a leading global Event brand at the forefront of active entertainment experiences. To date approximately 1,000,000 Participants, globally have enjoyed Tough Mudder's unique style of event.



The Tough Mudder Event is scheduled to occur from approximately 8am on Saturday 30th November and will conclude at 6pm on Sunday 1st December 2013.

Tough Mudder is renowned for their consideration of the environment in the establishment of each Event they operate.

Tough Mudder has extensive experience globally in the running of these Events and has an established approach that provides assurance to all event delivery partners and stakeholders, so that their expectations are met. Recent experience includes the successful conduct of the first Australian Tough Mudder Festivals held at Caloundra Downs Sunshine Coast (Aug 2013), Fernhill Estate (April 2013), Glenworth Valley (NSW 2012) and Phillip Island (2012 & 2013) in Victoria.

Up to 15,000 participants are expected to take part in the event, but due to the staggered nature of the Event it is highly unlikely that there will be a time when all are present at once. On average, Tough Mudder Events have experienced a "no show" of registered participants in the order of 20%. As the Event start times are scheduled every 20 minutes, commencing at 8.00am and concluding start at about 2.00pm, there is expected to be a steady, yet manageable flow of people and cars in and around Fernhill Estate over this time frame. Most participants remain onsite for approximately 4 – 5 hours with some staying for a shorter time frame and some staying for a longer time frame. A process is in place towards the end of the day to ensure all attendees leave in a prompt manner. This is achieved by following the final participants and making transport and course adjustments as deemed necessary. The Event commences and concludes in daylight hours.

Experience at Tough Mudder Events has shown limited consumption of intoxicating liquor and no experience with situations of intoxicated persons. The availability of alcohol for purchase and consumption is a closely managed activity with the appropriate level of risk controls in place.

Tough Mudder Events are all weather events and appropriate considerations have been made in the planning to accommodate adverse conditions including car parking.

EVENT SCHEDULE

Start Times: The first participants will commence at 8am and run throughout the day with the last attendees expected to be offsite by 7pm. All participants are required to have either completed the course, or be removed from the course prior to sunset on both days.



EVENT CAPACITY

Participants/Spectators:	13,000 pax
Total onsite (incl. support):	15, 000 pax (in total but not expected to be present at any one time as per above)

SECTION 3: SITE AND EVENT LOCATION PLAN

Managed By: Tough Mudder Pty Ltd (AU)

Contact: Megan Ryan (Details above)

Tough Mudder has developed a comprehensive site plan, which indicates the following;

- Food and Beverage Operations
 - Emergency Services Locations
 - Toilet Locations
 - Security Base
 - Event Control
 - Main Entrance
 - First Aid locations
 - Free Drinking Water Locations
- Car parking locations

Tough Mudder will develop subsequent versions of the map with;

- Detailed Base Area Map
- Emergency Access Road and Gates
- Location of 2 X Helicopter Landing Pads

Preliminary Site location plans/maps can be viewed in Section 22 of this document.

SECTION 4: FOOD AND REFRESHMENT ARRANGEMENTS

Managed By: Tough Mudder / Bazaar Marketing

Contact: Megan Ryan Tough Mudder (m) 0437335354

Contact Lynda Simpson - Bazaar Marketing (m) 0410511635

Public Catering facilities will be present onsite and managed by Bazaar Marketing. We are anticipating that there will be a total of 8 to 10 catering operations onsite;

Food: 8 to 10 operators



Beverage Only: 2 point of sale and 1 Pre-Paid location (Event participants receive one (only) beer).

These outlets will be in the form of marquees, vans and/or temporary food vending operations.

All catering operations will be selected through a procurement process formed by Tough Mudder and assisted by Bazaar Marketing. Information will be communicated in relation to relevant permits for Health and Temporary Food Operations with Penrith City Council. Information will be communicated to vendors in relation to Building Regulations (Fire, Emergency Preparedness and Electrical Safety) and Gas Safety. Onsite monitoring and auditing will be implemented as a part of the overall event risk assurance program.

SECTION 5: PUBLIC TRANSPORT ARRANGEMENTS (IF REQUIRED)

Managed By: Tough Mudder / GTA Consultants

Contact: Megan Ryan

Event Attendees are required to make their own way to Fernhill Estate. Limited Public Transport locations have been identified, with the closest railway station at Penrith. Communication of the closest services will be identified and disseminated through a number of communication channels to notify patrons of the means of travelling to/from the Event site, if they so desire.

SECTION 6: CAR PARKING ARRANGEMENTS

Managed By: Tough Mudder

Contact: Megan Ryan

Parking Management Plan has been prepared by "Who Dares Pty Ltd" as a component of the overall Event Traffic Management Plan. They have vast experience in this area. Specialist contractors will continue to be engaged to deliver both the Traffic Management Plan and the Parking Plan.



PUBLIC PARKING AND DISABILITY PARKING

Public parking will be available onsite and with (7,000 + spaces). Entry will be via Mulgoa Road. Tough Mudder will contract out the management of the parking plan. This will be done with a mixture of car parking attendants and traffic control personnel used to manage the flow of vehicles.

The Fernhill Estate site has available 3 distinct participant and spectator car parking areas that will be filled in order to ensure the process is closely managed. Car parks will be entered and exited via the "one way" internal traffic flow roadway to avoid congestion.

A communications plan, including the appropriate level of way-finding signage, will communicate Public and Disability Parking arrangements to all attendees. These locations will be clearly identifiable at the Event site.

EVENT STAFF PARKING

Parking will be available to event workers via Mulgoa Rd with a car parking pass system.

EMERGENCY SERVICES AND ESSENTIAL SERVICES PARKING

Parking will be available via Mulgoa Road to any signed/marked Emergency Services or Essential Services vehicle upon presentation of staff / Organisation identification. Car parking attendants will provide appropriate direction to emergency services and essential services near the Event Area.

SECTION 7: ADJOINING RESIDENTS ACTION PLAN

Managed By: Tough Mudder

Contact: Megan Ryan

Tough Mudder will provide advance notice to adjoining neighbours through a resident letterbox drop with a specific letter to detail the following information:

- General Overview of the event and activity details
- Dates and Start / Finishing times
- Assessment of noise impacts to residents
- Traffic Management Arrangements
- Resident Hotline Number



A telephone number will be available for residents to raise any feedback about the Event to either Fernhill Estate or Tough Mudder organisers. Event personnel will be available to answer this phone number at all times during the Event with the intent to provide real-time feedback to organizers.

SECTION 8: ACCESSIBILITY

Managed By: Incognitus (Aust) P/L

Contact: Craig Lovett

Accessibility has been incorporated into infrastructure planning for the Fernhill Estate site. Tough Mudder recognizes the requirements set out under the Disability Discrimination Act 1992 and the requirements of the Building Code of Australia (BCA) in relation to accessibility. The Fernhill Estate site will be easily managed in relation to accessibility and we endeavour to provide services like;

- Reserved accessible parking close to entrances
- Accessible toilets close to event amenities
- Accessible viewing locations for wheelchair patrons close to all entertainment areas & the Base Area.

SECTION 9: EMERGENCY ACCESS AND EVACUATION PLAN

Managed By: Sentry Business Resilience Solutions (Sentry BRS)

Contact: Stephen Goss

E: steve@sentry.net.au Ph 0412 279 145

An Event Emergency Management Plan is being prepared incorporating all of the required information and specifically related to the operational requirements of the Fernhill Estate site.

This Plan is based upon Australian Standard 3745, NSW Workplace Health and Safety 2011 Legislation and the Emergency Management Arrangements for NSW.



Sentry BRS have been engaged by Tough Mudder to provide the Emergency Management, Event Risk, and Event Safety Management Plans for each of the Australian Events.

It is proposed that a meeting will be held with all emergency services and event delivery stakeholders in the two weeks prior to the actual event dates. This forum will be used to identify and discuss emergency management arrangements in place for the event and any further considerations identified.

SECTION 10: AMENITIES

Managed By: Incognitus (Aust) P/L

Contact: Craig Lovett

Provisions have been made for public toilet facilities including temporary male, female and disabled units. Tough Mudder will be using porta-loos and will have total of 120 porta-loos onsite. However, the final number of units will be advised but will be similar to the below ratios;

Female: 60

Male: 60

Accessible Units: 3

SECTION 11: WASTE WATER TREATMENT

Managed By: Incognitus (Aust) P/L

Contact: Craig Lovett

All liquid waste will be removed from the site and disposed of at the nearest licensed waste water treatment plan.

SECTION 12: BUILDING AND FIRE SAFETY REGULATIONS

Managed By: Incognitus (Aust) P/L

Contact: Craig Lovett

Fire Safety Regulations



As per the Building Code of Australia (BCA), and the requirements of the NSW Rural Fire and Rescue Services, fire safety will be managed.

Tough Mudder will apply best practice in relation to Gas Safety by applying the NSW Code of Practice for The safe use of LP Gas at Public Events, particularly as it relates to food vendors.

SECTION 13: ELECTRICAL MATTERS (SAFETY)

Managed By: Incognitus (Aust) P/L

Contact: Craig Lovett

Temporary electrical installations will be managed through a centralized request system through Event Operations Group. All electrical requests will be collated into a master electricity supply schedule for the contracted electrical contractor to manage and install.

Tough Mudder will request a system that addresses the following compliance requirements from the electrical contractor;

- AS/NZS 3002: 2008 Electrical Installations – Shows and Carnivals
- Work Health and Safety Act & Regulations 2011 (NSW)

SECTION 14: SECURITY MANAGEMENT

Managed By: Tough Mudder P/L (AU)

Contact: Megan Ryan

Security management arrangements have been drafted. The security arrangements will focus on external perimeter security, patrolling all car parking areas, main Event area, the licensed area and local residents property. Only those Security Officers who have a valid license will be utilized throughout the event. .

EVENT SECURITY

Managed By: Tough Mudder

Contact: Megan Ryan (As Above)



RESPONSIBLE SERVICE OF ALCOHOL (RSA) – BAR SECURITY

Managed By: Julian Hartley: Sorted Events www.sortedevents.com.au

Contact: Julian Hartley

E: sortedevents@gmail.com Ph: Mobile 0410554191

MASTER LICENSE NUMBER

Sorted Events hold all the appropriate documents pertaining to the responsible service of alcohol. Documents attached.

CONFISCATED ITEMS

The following items are not permitted on the Fernhill Estate Site -

Glass, Alcohol, Umbrellas, Professional Video Recording Cameras (not including digital cameras), Tape Recorders (does not include mobile phones), Weapons/Dangerous Items, Illicit Drugs, Fireworks, Stickers & Flyers (as designated by the promoter).

Tough Mudder will ensure that the appropriate security arrangements are in place to prevent these unauthorized items being brought into the precinct.

SECTION 15: FIRST AID AND MEDICAL PLAN

Managed By: Event First Aid

Contact: Dr. Sean Wing

A Event First Aid will be engaged to provide first aid services throughout the public phase of the event. Event First Aid were engaged for the April 2013 Tough Mudder Event at Fernhill Estate. Tough Mudder will have the following first aid facilities;

- Advanced Medical Treatment Facility
- All necessary medical supplies and equipment
- Qualified First Aid Personnel
- First Aid Post at Base Area
- Responding First Aiders
- Provision for Helicopter Emergency Landing Area onsite
- Ability to transport injured participants in the field. TM will have vehicles to access the site and transport injured persons.

Sentry BRS and Tough Mudder have an agreed upon Event Emergency Management Plan and Arrangements for the management of Medical Emergencies onsite. The plan will be circulated to all relevant event stakeholders including;



- Fernhill Estate
- NSW Police
- NSW Ambulance
- NSW Rural Fire and Rescue
- Penrith City Council

SECTION 16: WASTE MANAGEMENT

Managed By: Incognitus Pty Ltd

Contact: Craig Lovett

A comprehensive waste and recycling plan has been developed for the event and the surrounding area.

SECTION 17: DRUG AND ALCOHOL MANAGEMENT

Managed By: Tough Mudder / Sorted Events

Contact: Julian Hartley

An Alcohol Management plan will be in place with event and management arrangements agreed upon by the Fernhill Estate, Security and the Promoter. This plan will be further refined with consultation between the relevant stakeholders including Fernhill Estate and NSW Police. The management arrangements will encompass:

- Communication arrangements
- Confiscated / contraband items
- Incident Reporting (via Event Control)
- Entry and Exit Procedures
- Responsible Service of Alcohol (RSA)
- Risk Assessment through the Event Risk Management Plan

LIQUOR LICENSING

Liquor Licensing will be managed by Sorted Events Julian Hartley Sorted Events holds all the required licences and has extensive experience in the Event Industry. The Sorted Events web site has more details about the company www.sortedevents.com.au



SECTION 18: TERMS AND CONDITIONS

Managed By: Tough Mudder Pty Ltd

Contact: Jeremy Kann – General Manager

Tough Mudder is in the process of reviewing the TM Terms and Conditions of Entry.

Tough Mudder will provide this in advance to event patrons to inform them of the terms and conditions of the festival at Fernhill Estate.

Tough Mudder will install signage at the main entrance to enforce the education of our patrons of the Terms and Conditions.

SECTION 19: FIRE SERVICES

Managed By: Tough Mudder

Contact: Megan Ryan

An Event Emergency Management Plan is being developed for the event and details the arrangements for a fire related preparedness and response.

The plan will be circulated to all relevant stakeholders including;

- Fernhill Estate
- Penrith City Council
- NSW Rural Fire and Rescue

CATERING & FOOD VENDORS (FIRE RISKS)

Information will be communicated to vendors in relation to Building Regulations (Fire, Emergency Preparedness and Electrical Safety) and Gas Safety. Arrangements will be in place for all vendors undertaking cooking activities on site.

SECTION 20: TRAFFIC MANAGEMENT

Managed By: Who Dares

Contact: Glen Armstrong & Greg Mooney

A Traffic Management Plan incorporating pedestrian, parking and public transport arrangements has been prepared for the internal Fernhill Estate roads. The Plan is to



be implemented by "Who Dares Pty Ltd", a company with local experience and who previously provided services for Tough Mudder at Fernhill Estate in April 2013.



SECTION 21: MASTER CONTACTS LIST

Name	Organisation	Phone No	Email address
Drew Ward	Tough Mudder (MD)		Drew.Ward@toughmudder.com
Megan Ryan	Tough Mudder (GM)	0413 061 059	megan.ryan@toughmudder.com
Jeremy Kann	Tough Mudder (GM-AU)	0417 545 769	Jeremy.kann@toughmudder.com
Simon Tripp	Fernhill Estate	0417 449 445	
Fernhill Estate (Landlord)	Tom Lawson	0409997488	tom@fernhillstate.net.au
Craig Lovett	Incognitus	0411 183 939	craigl@incognitus.com
Stephen Goss	Sentry BRS	0412 279 145	steve@sentry.net.au
George Nohra	ACG Security	0417 510 499	gnohra@acgcorporate.com
Anthony Moubarak	ACG Security (Site Contact)	0429 109 439	amoubarak@acgsecurity.com
Glen Armstrong	Who Dares – Traffic Management	0438426433	
Greg Mooney	Who Dares – Traffic Management	0416007144	greg@whodares.com.au
Greg Schicker	Closed Loop Site Services – Waste Management	+ 61 3 9684 4600	gschicker@siteservices.com.au
Julian Hartley	Liquor Licence Holder	0410554191	sortedeventsoz@gmail.com
Belinda Borg	Penrith Council (Senior Environmental Planner) (Key	02 4732 7505	bborg@penrithcity.nsw.gov.au



	Contact)		
	Penrith Council (F&B Compliance)		
Bill Sullivan	CAD Mapping	0427 347 506	mapper@optusnet.com.au