Max Dean & Luke Dean

Public Interest Assessment - One-off ETP

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|---|---|
| Event | Max Dean & Luke Dean |
| Date | Saturday 28 November 2026 |
| Time | 3.00pm - 11.00pm |
| Capacity | 4,500 patrons |
| Venue | Ice Cream Factory - Outdoor, Warehouse & Patio |
| Premises | Coconut Grove Tavern, 161 James Street, Northbridge WA 6003 |
| Applicant | Penzance Pty Ltd |

# Public Interest Assessment

## 1. Executive summary

This Public Interest Assessment supports an application by Penzance Pty Ltd for a one-off Extended Trading Permit - Extended Area for Coconut Grove Tavern / Ice Cream Factory.

The event is Max Dean & Luke Dean, a ticketed international electronic music event with a proposed capacity of 4,500 patrons and trading from 3.00pm to 11.00pm on Saturday 28 November 2026. The event will operate across three programmed stages: the Main Stage, Warehouse and Patio.

The event is entertainment-led. Patrons attend specifically for the programmed international and Australian artist performances, production and multi-stage music event experience. Liquor service will be ancillary to the primary entertainment offering and subject to the usual management and harm-minimisation controls.

The Applicant submits that the application is in the public interest because it promotes cultural activity, supports Perth's live music and night-time economy, provides consumer choice, attracts internationally recognised touring artists to Western Australia, creates opportunities for Australian artists, draws patrons into the locality for a specific ticketed event, and can be safely and responsibly managed through conditions.

## 2. Proposed manner of trade

| Matter | Proposed arrangement |
|---|---|
| Event | Max Dean & Luke Dean |
| Venue | Ice Cream Factory - Outdoor, Warehouse & Patio |
| Date | Saturday 28 November 2026 |
| Trading period | 3.00pm - 11.00pm |
| Capacity | 4,500 patrons |

| | |
|---|---|
| Format | Ticketed, entertainment-led electronic music event across three programmed stages: Main Stage, Warehouse and Patio. Patrons attend for the programmed music event rather than general bar trading. |
| Liquor service | Liquor service will be ancillary to the primary entertainment offering and conducted under the authority of the licensee, subject to all permit conditions. |
| Entry | Ticket-holder-only entry with patron screening, capacity control and controlled egress. |

### Booked artist set times

| START | FINISH | ARTIST |
|---|---|---|
| **MAIN STAGE** | | |
| 3.00pm | 5.00pm | MILION (NL) |
| 5.00pm | 7.00pm | JORDAN BRANDO (AU) |
| 7.00pm | 9.00pm | ELLIA JAYA (UK) |
| 9.00pm | 11.00pm | MAX DEAN (UK) & LUKE DEAN (UK) |
| **WAREHOUSE** | | |
| 3.00pm | 5.00pm | WILLO (AU) |
| 5.00pm | 7.00pm | WAXX OFF (AU) |
| 7.00pm | 9.00pm | OMAR+ (UK) |
| 9.00pm | 11.00pm | MORGAN SEATREE (UK) |
| **PATIO** | | |
| 3.00pm | 5.00pm | DR PEPPER (AU) |
| 5.00pm | 7.00pm | TRANCE MUMS (AU) |
| 7.00pm | 9.00pm | COIJ (AU) |
| 9.00pm | 11.00pm | BELLA BACKE (AU) |

## 3. Artist and cultural significance

Max Dean & Luke Dean is a significant international electronic music event for the Ice Cream Factory. The event is headlined by London-based cousins Max Dean and Luke Dean, two prominent artists within the new wave of UK house, minimal and deep tech. Their shared musical identity combines contemporary UK club music with influences from house and UK garage, and their back-to-back performances have developed an international touring profile.

The pair have collaborated extensively, including on The Finest EP and the track "Can't Decide" with Locky. The latter became a UK chart success in 2025 and helped broaden their audience beyond the underground electronic music circuit. Max Dean has also developed the neXup label and event platform, while Luke Dean has established his own catalogue and touring profile through releases and appearances across leading international clubs and festivals.

Their 2026 touring profile includes major international appearances and continued Australian touring activity. The Perth event also presents a substantial supporting program, including UK artists Ellia Jaya, Morgan Seatree and Omar+, Netherlands artist Milion, and Australian artists Jordan Brando, Waxx Off, Willo, Bella Backe, Coij, Trance Mums and Dr Pepper. This creates a broad international and Australian program across three distinct stages.

The event will contribute to Perth's cultural life by presenting a large-scale, ticketed, production-led electronic music event requiring a professionally managed, high-capacity venue environment. It also provides Australian artists with the opportunity to perform on the same program as current international touring acts.

## 4. Consumer requirement and diversity

The event responds to consumer demand for contemporary house, minimal, deep tech and electronic music in Perth. Max Dean and Luke Dean have developed a strong international audience and are touring Australia as part of a broader 2026 program, giving Western Australian patrons access to the same current international touring circuit as audiences in other Australian cities.

The proposed event provides diversity in licensed services and facilities by offering a ticketed, entertainment-led experience across three programmed stages. The Main Stage, Warehouse and Patio each present a separate artist program from 3.00pm, providing patrons with a varied music offering within one controlled event environment. It is not general public bar trading; it is a specific programmed music event with defined entry, capacity and operating controls.

The program also balances international touring artists with Australian performers, supporting local and national artist participation while providing consumer choice. The event will support the broader Perth/Northbridge entertainment ecosystem by drawing patrons into the locality for a ticketed performance and encouraging associated hospitality and transport visitation.

## 5. Harm minimisation and management

The Applicant acknowledges that harm minimisation is central to the Act and to the proper operation of the event. The event will operate under the Ice Cream Factory management framework and any conditions imposed by the Director.

The proposed 4,500-patron capacity is appropriate for the event format and is within the scale of outdoor events previously managed by the Applicant at Ice Cream Factory under licence and permit conditions.

Risk will be managed by ticket-holder-only entry, capacity control, approved managers, licensed security, RSA monitoring, CCTV coverage, lighting, water availability, controlled egress and patron-welfare procedures across the event areas.

## 6. Locality and amenity

The event will occur within the Perth/Northbridge entertainment locality, which is already characterised by hospitality, nightlife, live entertainment and event activity.

The event is limited in duration and will be conducted across the Ice Cream Factory outdoor area, Warehouse and Patio from 3.00pm to 11.00pm. Patrons are expected to attend specifically for the ticketed performances rather than for general bar access.

The Applicant will operate in accordance with applicable noise, security, patron-management and stakeholder requirements. The Applicant submits that the event will not result in undue offence, annoyance, disturbance or inconvenience and will not reduce the amenity, quiet or good order of the locality.

## 7. Public interest conclusion

The grant of the application will support cultural activity, international live entertainment, Australian artist participation, local employment, touring artist activity, hospitality visitation and consumer choice. The event brings a current international touring program to Perth while providing performance opportunities for Australian artists across three stages.

The event is a defined, ticketed entertainment experience with a 4,500-patron capacity, three programmed stages and an operating period of 3.00pm to 11.00pm. Liquor service is ancillary to the primary entertainment purpose. Any risks associated with the event can be appropriately managed through the Applicant's proposed operating controls and conditions imposed by the Director. The Applicant respectfully submits that the grant of the one-off ETP is in the public interest.

## Proposed Conditions Schedule

The Applicant is willing to accept conditions substantially in the following form, subject to the Director's preferred drafting.

| Condition area | Proposed condition / control |
|---|---|
| **Patron capacity** | The number of patrons permitted in the extended licensed area must not exceed 4,500 at any one time. |
| **Ticketed event** | Entry to the extended licensed area is restricted to ticket holders attending the approved event. |
| **No packaged liquor** | Liquor sold or supplied from the extended licensed area must be for consumption on the licensed premises only. The sale or supply of packaged liquor for consumption off the licensed premises is prohibited from the extended licensed area. |
| **Unsealed containers** | Liquor sold or supplied from the extended licensed area must only be supplied in unsealed containers. |
| **Drink transaction limit** | Liquor sold or supplied from the extended licensed area is restricted to no more than four drinks per person at any one time. |
| **Rapid-consumption products** | The licensee must not sell or supply liquor in a manner that encourages rapid consumption, including shots, shooters, laybacks, test tubes, jelly shots, blasters, bombs or similarly marketed products. |
| **Low and no-alcohol options** | Low-strength liquor and a range of non-alcoholic beverages must be readily available for sale or supply for the duration of the event. |
| **Drinking water** | Potable drinking water must be available free of charge at all times liquor is sold or supplied for consumption on the licensed premises. |
| **RSA monitoring** | The licensee must provide appropriate RSA monitoring within the extended licensed area, including RSA Marshalls or equivalent patron-monitoring personnel as required by the Director. |
| **Security** | Licensed crowd controllers must be engaged in accordance with the ratio and requirements imposed by the Director. |
| **Lighting** | Lighting must comply with the requirements imposed by the Director, including adequate illumination of bar areas, public areas and entry/exit points to assist patron monitoring. |
| **CCTV** | The extended licensed area must be covered by CCTV in accordance with the Director's applicable requirements. |
| **Egress and welfare** | The licensee must maintain and implement patron egress, dispersal, welfare and risk-management procedures for the event. |

## Reference Notes

These notes support the artist-profile material and may be removed before lodgement if the Applicant prefers a clean application without reference notes.

| Topic | Reference |
|---|---|
| Max Dean & Luke Dean artist background | Industry and festival artist profiles identify Max Dean and Luke Dean as London-based cousins associated with the new wave of UK house, minimal and deep tech, with an active international touring profile. |
| Key collaboration | Max Dean, Luke Dean and Locky released "Can't Decide" in 2025. Industry profiles document the track as a UK chart success and a significant release in the artists' recent careers. |
| International touring profile | Festival and touring listings document Max Dean and Luke Dean performing internationally in 2026, including major festival and club appearances and Australian dates. |
| Event programming | The Perth event comprises three programmed stages from 3.00pm to 11.00pm, combining international artists from the UK and Netherlands with Australian artists. |

# EVENT MANAGEMENT PLAN

## THE ICE CREAM FACTORY EVENT SERIES
## 2026/ 2027

**AMENDMENTS TO THIS EVENT MANAGEMENT PLAN**

| Version | Date | Prepared By | Amendment Details |
|---|---|---|---|
| V1 | August 2025 | Jemma Buckley | - Original Copy |
| V2 | September 2025 | Jemma Buckley | - Updated specific event details |
| V3 | June 2026 | Jemma Buckley | - Updated Season details |
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**Event Details**

Located within the iconic Peter's Ice Cream Factory precinct in Northbridge, the Ice Cream Factory has become one of Perth's premier outdoor live music venues and a significant contributor to the city's entertainment and cultural landscape. Since opening in 2017, the venue has hosted an extensive program of local, national and international artists, attracting patrons from across Western Australia while supporting the continued growth of Perth's live music industry. Now entering its eighth season, the Ice Cream Factory has evolved into a unique destination, transforming the 7,000 square metre venue into a vibrant outdoor festival experience. In addition to world-class live and electronic music performances, the venue features themed event spaces, premium food offerings, pop-up bars, immersive installations and branded activations, creating a welcoming environment that appeals to a broad and diverse audience.

The Ice Cream Factory has built a strong reputation for delivering safe, professionally managed events through experienced planning, effective operational procedures and a commitment to continuous improvement. During the 2025/2026 season, the venue welcomed more than 100,000 patrons across its program of events without any major incidents. This outstanding operational record reflects the experience of Bar Pop Management and its event delivery partners, together with a strong commitment to patron safety, responsible service of alcohol and best-practice event management.

The Ice Cream Factory offers more than a live music event; it delivers a complete entertainment experience that celebrates Perth's vibrant culture. By combining high-quality entertainment with professional event management, the festival continues to provide patrons with a safe, memorable and enjoyable experience while making a lasting contribution to the city's live music and events sector.

**About the Event**

The Ice Cream Factory is a live music venue operating from the iconic Peter's Ice Cream Factory precinct in Northbridge. Throughout the season, the venue hosts a diverse calendar of live music performances and electronic music events, attracting patrons from across Perth and Western Australia. The event operates under the liquor licence held by Penzance Pty Ltd T/A Coconut Grove Tavern and is managed by Entertainment Enterprises in conjunction with Bar Pop Management. The festival presents a combination of large-scale outdoor events and warehouse performances, with capacities carefully managed to ensure the safe and efficient operation of the venue.

| | |
|---|---|
| **Venue Address** | 92–100 Roe Street, Northbridge WA |
| **Licensed Premises** | Coconut Grove Tavern, 161 James Street, Northbridge WA |
| **Licensee** | Penzance Pty Ltd T/A Coconut Grove Tavern |
| **Venue Owner** | Entertainment Enterprises |
| **Event Management** | Bar Pop Management |
| **Event Type** | Outdoor Live Music & Entertainment Venue |
| **Full Festival Capacity** | 4,500 patrons |
| **Warehouse Series Capacity** | 2,500 patrons |

**Event Demographic**

The Ice Cream Factory attracts a broad and diverse audience, with the majority of patrons aged between 20 and 29 years. Historical attendance data indicates that approximately 72% of attendees are female, with 61% falling within the 20–29 year age group.

Understanding the event's demographic profile assists Venue Management in planning appropriate security, patron welfare, food and beverage offerings, entertainment programming and operational resources. This information is also considered when developing crowd management, responsible service of alcohol and medical response strategies to ensure the event is delivered safely and effectively.

**Event Organiser Details**

The Ice Cream Factory is managed by Bar Pop Management, a Western Australian event management company with more than 10 years' experience delivering major live music events, festivals and licensed entertainment venues across the state.

Bar Pop Management has extensive experience in the planning, delivery and operational management of large-scale events, with expertise spanning event operations, licensing, crowd management, security coordination, patron safety and stakeholder engagement. This experience has been developed through the successful delivery of some of Perth's most recognised music festivals and events, including Big Day Out, Soundwave, Wildlands, SNACK NYE Festival and Froth Town, together with numerous concerts, licensed venues and special events.

The operational procedures implemented by Bar Pop Management have been refined through the successful management of events attended by hundreds of thousands of patrons. This experience has resulted in robust management systems that place a strong emphasis on risk management, patron welfare, responsible service of alcohol and continuous operational improvement.

Bar Pop Management works collaboratively with the Licensee, Entertainment Enterprises, emergency services, regulatory authorities and specialist contractors to ensure every event is delivered safely, professionally and in accordance with all legislative and approval requirements.

**Key Stakeholders**

| Stakeholder Name | Organisation | Title | Email | Contact Number |
|---|---|---|---|---|
| [redacted] | [redacted] | [redacted] | [redacted] | [redacted] |
| [redacted] | [redacted] | [redacted] | [redacted] | [redacted] |
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| [redacted] | [redacted] | [redacted] | | |

**Site Build, Bump In & Inductions**

The safe construction and dismantling of event infrastructure is a critical component of the overall event delivery. Ice Cream Factory implements strict site management procedures during all bump in and bump out activities to ensure the safety of staff, contractors and members of the public.

All infrastructure deliveries and construction activities will occur between 7:00 am and 5:00 pm during the approved build and pack-down periods. Event Management will coordinate contractor access to the site to ensure vehicle movements, deliveries and construction activities are undertaken in a safe and controlled manner.

All staff, contractors and suppliers are required to complete a site-specific induction prior to commencing work on site. No person will be permitted to undertake work until the induction has been completed and recorded by Event Management. The induction is designed to ensure all personnel understand the site's safety requirements, emergency procedures and operational expectations.

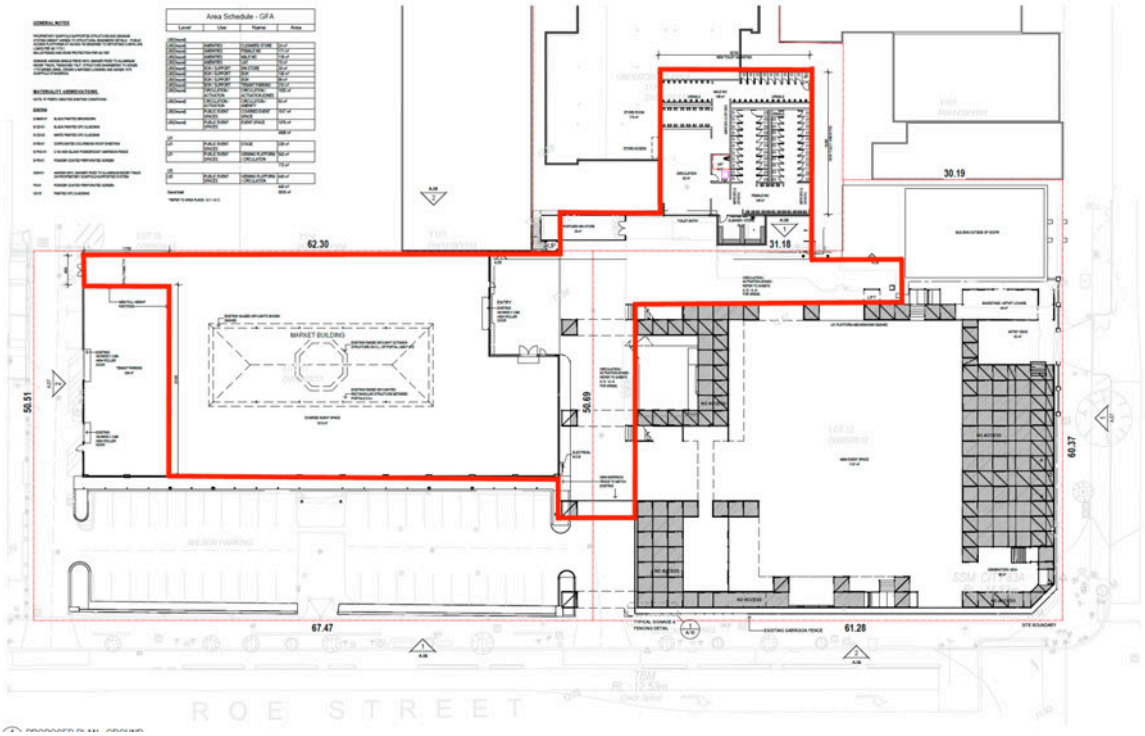
The site induction includes, but is not limited to:

- Site amenities and facilities.
- Site security and access procedures.
- Emergency exits and assembly (muster) points.
- Vehicle access, traffic management and the 10 km/h site speed limit.
- Safe work practices and the safe operation of plant and machinery.
- First aid procedures and the location of medical facilities.
- Fire safety procedures and the location of firefighting equipment.

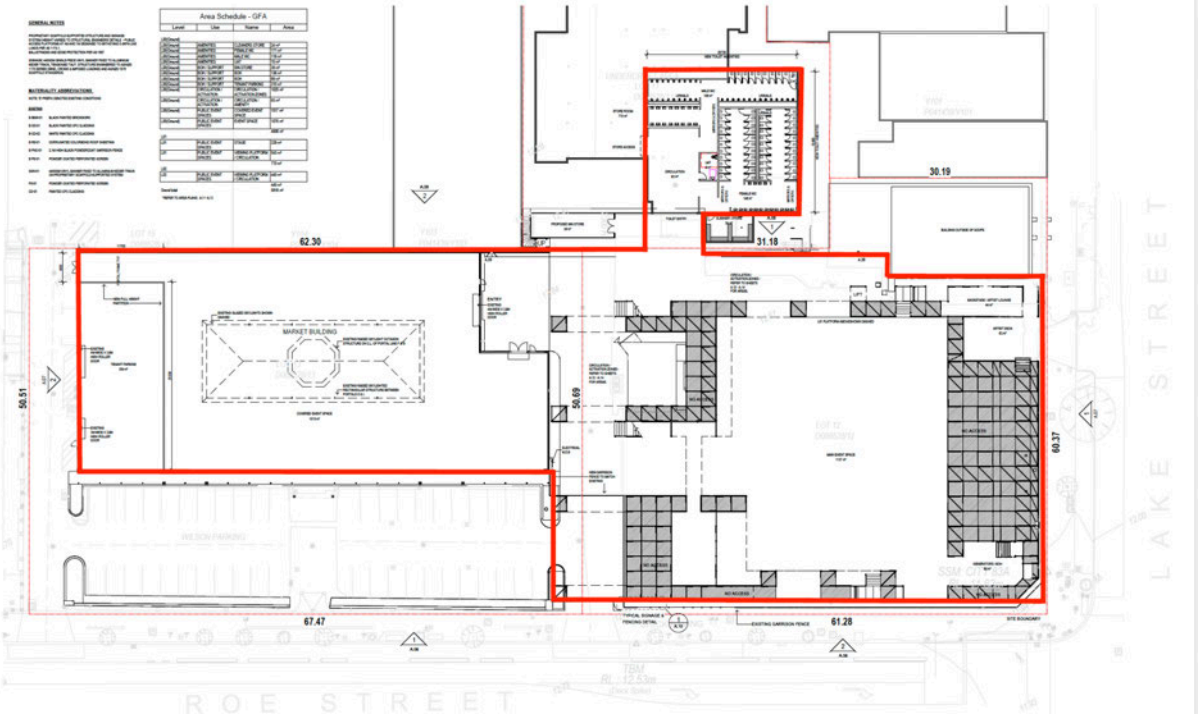
These procedures assist in ensuring all personnel work safely, understand their responsibilities and contribute to the efficient delivery of the event from construction through to pack down.

**Site Plans**

## 2,500person Capacity - Warehouse Events




## 4,500person Capacity - Full Festival Mode



**Crowd Management Plan**

The safety and wellbeing of patrons, staff and contractors is the primary consideration in the planning and operation of the Ice Cream Factory. Effective crowd management is fundamental to the safe delivery of the event and is achieved through careful site design, experienced event personnel and the proactive monitoring of crowd behaviour throughout all stages of the event.

A comprehensive Crowd Management Plan has been developed to promote the safe movement of patrons, minimise congestion and maintain appropriate crowd densities across the venue. The event site has been designed with multiple attractions, including live entertainment, bars, food vendors and activation spaces, encouraging patrons to disperse throughout the venue rather than congregate in a single location. This balanced site design significantly reduces the potential for overcrowding and improves overall patron comfort.

Licensed Crowd Controllers will be deployed in accordance with the venue's liquor licence conditions at a minimum ratio of two (2) Crowd Controllers for the first 100 patrons, followed by one (1) Crowd Controller for every 150 patrons thereafter. At the venue's maximum capacity of 4,500 patrons, a minimum of 32 licensed Crowd Controllers will be on duty. A detailed Security Deployment Schedule identifying staffing levels, operating hours and designated security zones will be prepared prior to each event as part of the Security Management Plan.

Security personnel will continuously monitor patron numbers, crowd behaviour and pedestrian movement throughout the venue. Resources may be redeployed in response to crowd conditions to maintain safe circulation and ensure appropriate supervision of high-traffic areas. All security personnel will maintain radio communication with Event Management, Approved Managers and RSA Supervisors, enabling a coordinated response to any developing issues.

Crowd movement is further supported through clearly identifiable wayfinding signage, site maps, directional markers and Variable Message Signs (VMS) where required. Adequate lighting will be provided throughout the venue to assist patron movement during the hours of darkness, while temporary barriers, hazard tape and other crowd management equipment will remain available on site should additional crowd control measures be required.

Stage front safety is managed through the installation of purpose-built stage barriers positioned across the front of each performance stage. Licensed Crowd Controllers will be stationed between the stage and the audience to monitor crowd behaviour, assist patrons where required and prevent unauthorised access to performance areas. Security personnel working within these high-noise environments will be equipped with noise-cancelling communication headsets to ensure continuous radio communication with the Event Operations Team.

Effective ingress and egress planning is essential to the safe operation of the Ice Cream Factory. The venue has been designed to facilitate the efficient arrival and departure of patrons while maintaining safe pedestrian movement, minimising congestion and supporting emergency access where required.

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**Ingress**

Patrons will enter the venue via the main entrance located on Roe Street. The generous frontage of the Roe Street entrance allows multiple queuing lanes to be established, enabling patrons to enter the venue safely and efficiently while maintaining appropriate crowd control.

Temporary CCB fencing will be installed along the Roe Street footpath to create clearly defined queuing lanes prior to entry. The layout has been designed to maintain pedestrian flow within the public realm, ensuring sufficient footpath width remains available for general pedestrian movement, including wheelchair access.

Prior to admission, all patrons will progress through a structured entry process including ticket validation, proof of age verification, security screening and bag inspections in accordance with the venue's Conditions of Entry. These procedures assist in maintaining a safe environment and preventing prohibited items from entering the licensed premises.

**Queuing Arrangements**

The event site has been designed to encourage the even distribution of patrons across the venue, reducing the likelihood of excessive queuing in any one location. Where queues are anticipated, temporary CCB fencing will be installed to create clearly defined queuing lanes and assist with the safe and orderly movement of patrons.

The primary location where queuing may be required is the Silent Disco, which operates with a maximum capacity of 1,500 patrons. CCB fencing will be configured in a snake formation to efficiently manage patron queues and maximise available space. Security personnel will supervise the queue at all times and may temporarily suspend access to the attraction where necessary to safely manage crowd numbers and prevent congestion.

The Silent Disco will operate with a single entry and exit point, allowing for the controlled distribution and collection of headsets while maintaining effective patron flow.

**Egress**

Following the peak ingress period, the CCB fencing at the main entrance will be reconfigured to facilitate the safe egress of patrons at the conclusion of the event. The revised layout directs patrons from the venue onto the Roe Street footpath rather than directly onto the roadway, providing a controlled pedestrian environment and reducing potential conflicts with passing traffic.

At the conclusion of the event, Ace Security will undertake a comprehensive venue sweep to ensure all patrons exit the site safely and efficiently in accordance with the Security Management Plan. Security personnel will remain positioned at all exit points to monitor patron egress and ensure that alcohol and event property are not removed from the licensed premises.

As patron numbers reduce, event staff will transition from food and beverage outlets to designated exit points to assist with crowd dispersal. Staff will be clearly identifiable in high-visibility clothing and will provide clear directions to patrons, supporting the orderly movement of crowds towards James Street, Lake Street, public transport services and designated pick-up locations.

These ingress and egress arrangements have been designed to promote safe pedestrian movement, minimise congestion and support the efficient operation of the event while maintaining a high standard of patron safety.

**Conditions of Entry - Searches**

The Ice Cream Factory operates under clearly defined Conditions of Entry designed to promote patron safety, maintain a secure event environment and ensure compliance with the venue's liquor licence and legislative obligations. Conditions of Entry signage will be prominently displayed at the venue entrance, providing patrons with clear information prior to seeking admission.

Conditions of Entry include, but are not limited to:

- Valid proof of age identification requirements.
- Patron behaviour expectations.
- Responsible Service of Alcohol (RSA) requirements, including the refusal of entry or service to intoxicated persons.
- Prohibited items and prohibited conduct.
- Venue dress standards.
- Mandatory patron search requirements.



**SHOW ID**
The Ice Cream Factory is 18+
All guests are required to show a valid identification (ID) as proof of identity and must produce one of the following acceptable forms of ID:

- A current Passport with a photograph
- A current Australian Drivers Licence with a photograph
- A Western Australian Proof of Age card

**ENJOY RESPONSIBLY**
The Ice Cream Factory is a Licenced area and as such, alcohol may only be consumed with the following provisions:

- Alcoholic beverages must not be taken from the Venue / Licenced Premises
- No external alcoholic beverages will be permitted entry to the Venue / Licenced Premises
- Intoxicated persons will be refused entry/evicted from the Venue
- It is an offence to purchase liquor for or to supply liquor, to a minor

**DON'T GET TOO LIT**
Ice Cream Factory management reserves the right to refuse admission to and eject from the Event without compensation for any Entrant, whose conduct is, or deemed to be unlawful, disorderly or offensive, or who is not entitled to attend that event. This can include those who are intoxicated, violent, quarrelsome, disorderly or maybe drug-affected or in possession of illegal drugs/substance drugs.

**LOOK SUAVE**
Ice Cream Factory management reserves the right to refuse admission or service to any person or persons failing to comply with the following dress requirements .

- Footwear to be worn at all times
- A patron wearing any 'colours' or 'insignia' signifying belonging to any Outlaw Motor Cycle clubs (OMC's) or other groups as designated by Police, is prohibited from entering, or being in the Venue. This includes coats, T-shirts, scarfs, waistcoats, caps, patches etc that indicate a patron belongs to any of such OMC's or groups.

DRESS STANDARDS - OUTLAW MOTORCYCLE GANGS
The following dress standard applies during the permitted trading hours:
(a)Jackets or any other clothing or accessory, or any clearly visible body marking, bearing patches or insignia of any Outlaw Motor Cycle Gangs not limited to, but including, the following listed Outlaw Motor Cycle Gangs, are not permitted to be worn or to be visible on the licensed premises:

| | | |
|---|---|---|
| (i) Coffin Cheaters; | (ix) Hell's Angels | (xi) Mongols; |
| (ii) Club Deroes; | (vi) Finks; | (xii) Lone Wolf; |
| (iii) Gods Garbage; | (vii) Rebels; | (xiii) Bandidos and |
| (iv) GypsyJokers; | (viii) Comancheroes; | (xiv) Brothers 4 Life. |
| (v) Outlaws; | (x) Rock Machine; | |

**BUY TICKETS, BE COOL**
Ice Cream Factory Management may cancel, interrupt or stop the Event due to dangerous situations, adverse weather or any other causes beyond its reasonable control, and such cancellation, interruption or stopping of the Event shall not entitle the Patron to make any claim whatsoever against the event organizer. Patrons evicted or refused entry due to disorderly conduct or inappropriate behaviour deemed by management are also not entitled to any compensation or refund.

- Patron may be refused entry if they are in possession of stolen/fraudulent or cancelled tickets
- Patrons bringing personal belongings into the Ice Cream Factory do so at their own risk. The Ice Cream Factory will not be held responsible for any damages to, loss or theft of a patron's personal belongings
- The movement of patrons within the Ice Cream Factory site will be subject to the monitoring of CCTV cameras.
- By entering the Ice Cream Factory, you consent to being filmed and /or photographed. Photography and Videography filmed in the venue may be used for social media and advertising for the venue. It's ok, we'll throw a filter on you babes.

Entry to the event is conditional upon patrons consenting to the venue's search procedures. All patrons will undergo a security search prior to admission, which will include a combination of handheld metal detector screening and a physical pat-down conducted by licensed Crowd Controllers. Bag inspections will also be undertaken where required. Patrons who refuse to comply with these search requirements will be refused entry to the event.

In addition to standard entry screening, the venue will implement targeted wanding where considered appropriate. Patrons whose clothing or behaviour is inconsistent with the expected event demographic or prevailing weather conditions may be subject to additional screening using handheld metal detectors. These procedures form part of the venue's proactive risk management strategy and are designed to prevent prohibited or dangerous items from entering the licensed premises.

ICF is aware of the legislative powers available to Western Australia Police to conduct weapon detection operations within designated areas surrounding licensed venues. The venue's search procedures complement these broader public safety initiatives and demonstrate a shared commitment to providing a safe environment for patrons, staff and the wider community.

**Security**

The safety and security of patrons, staff and contractors is a priority for the Ice Cream Factory. Security services will be provided by Ace Security & Events, an experienced and licensed security provider with extensive experience managing major events and licensed venues throughout Western Australia.

Licensed Crowd Controllers will be deployed in accordance with the venue's liquor licence conditions at a minimum ratio of two (2) Crowd Controllers for the first 100 patrons, followed by one (1) Crowd Controller for every 150 patrons thereafter. At the venue's maximum capacity of 4,500 patrons, a minimum of 32 licensed Crowd Controllers will be on duty. Security personnel will work alongside Venue Management, Approved Managers and RSA Supervisors to monitor patron behaviour, manage crowd movements, conduct entry screening, respond to incidents and support the safe operation of the event.

All security personnel will be clearly identifiable in Ace Security uniforms and equipped with radios, allowing continuous communication with Event Management, Approved Managers, RSA Supervisors and other key operational staff. Security resources may be repositioned throughout the event in response to crowd behaviour, patron movements or operational requirements to ensure appropriate coverage across the venue.

The venue operates a comprehensive Closed Circuit Television (CCTV) system as an additional security measure. CCTV provides continuous coverage of the venue entrance, public bar areas and licensed premises, assisting Venue Management and Security personnel to monitor patron behaviour, respond

to incidents and support post-event investigations where required. The CCTV system is maintained in accordance with the Director's *Security Licensing Conditions* policy, with recorded footage retained for a minimum of 28 days and made available to authorised officers upon request.

A detailed Security Management Plan will be prepared by Ace Security & Events prior to each event, outlining security deployments, operational procedures, emergency response arrangements and communication protocols. This plan forms an integral part of the overall Event Management Plan and supports the safe and professional delivery of the event.

**Responsible Service of Alcohol**

The Ice Cream Factory is committed to the responsible sale, supply and consumption of alcohol. A comprehensive Alcohol Management Plan has been prepared for the event and should be read in conjunction with this Event Management Plan. The Alcohol Management Plan details the venue's responsible service procedures, patron welfare strategies and alcohol harm minimisation measures.

Key Responsible Service of Alcohol (RSA) measures include:

- Fully ticketed event with controlled patron numbers.
- Controlled entry with identification verification and patron screening.
- Strictly 18+ licensed venue.
- Dedicated RSA Supervisors and Unrestricted Approved Managers on duty throughout trading.
- Maximum of four (4) alcoholic beverages per transaction, with the ability to reduce service limits where required.
- No service practices or promotions that encourage the rapid or excessive consumption of alcohol.
- Food available whenever liquor is sold.
- Free drinking water readily available throughout the venue.
- A range of full-strength, mid-strength and zero-alcohol beverages available.
- Dedicated Chill-Out Zone monitored by RSA Supervisors, Security personnel and St John WA.
- St John WA providing on-site first aid services.
- Comprehensive incident reporting and record keeping.

Further information regarding Responsible Service of Alcohol procedures, management of intoxicated patrons, beverage service controls and alcohol harm minimisation strategies is contained within the Alcohol Management Plan.

**Medical & First Aid**

The health and wellbeing of patrons, staff and contractors is a key priority for the Ice Cream Factory. Medical services for the event will be provided by St John WA, with the level of medical resources tailored to the size and nature of each event.

For Full Festival events, a minimum of four (4) St John WA medics will be on site at all times, operating from a dedicated First Aid facility. Medical personnel will respond to incidents, provide first aid treatment and coordinate with emergency services where further medical assistance is required.

For Warehouse Series events, a fully equipped first aid post will be established, including a defibrillator (AED) and all necessary first aid equipment to respond to medical incidents. The level of medical staffing and equipment will be appropriate to the event capacity and risk profile.

The St John WA First Aid area will also support the venue's patron welfare strategy, working closely with Event Management, Security personnel and RSA Supervisors to assess and assist patrons requiring medical attention or welfare support. A detailed Medical Plan, including staffing levels,

treatment procedures and emergency response protocols, will be prepared by St John WA prior to each event.

**Emergency Management**

The safety of patrons, staff and contractors is the highest priority during all events at Ice Cream Factory. A comprehensive Emergency Management Plan has been developed to provide clear procedures for responding to emergencies, minimising risk and ensuring the safe evacuation of the venue where required.

The Emergency Management Plan addresses a range of potential incidents, including fire, medical emergencies, severe weather, structural failures, utility outages, security incidents and other unforeseen events. The plan outlines the roles and responsibilities of Event Management, Security personnel, St John WA, contractors and other key stakeholders, together with established communication and evacuation procedures.

Emergency exits are clearly identified on the Site Plan and will remain well lit, clearly signed and free from obstruction throughout the event. All emergency exits will be attended by licensed Crowd Controllers to assist with patron safety and facilitate an orderly evacuation if required. In the event of an emergency, Event Management and security personnel will direct patrons via the designated emergency exits to the nominated assembly areas in accordance with the Emergency Management Plan.

Fire extinguishers will be strategically located throughout the venue, including at each stage, all bar service areas and within the food vendor precinct, enabling a rapid response to any minor fire incident.

All event staff, security personnel and contractors will receive a pre-event briefing on emergency procedures, with additional briefings conducted where required to address site-specific operations or temporary event infrastructure. Detailed evacuation procedures and emergency response protocols are contained within the Emergency Evacuation Plan and Show Stop Plan, which should be read in conjunction with this Event Management Plan.

**Waste Management Plan**

Ice Cream Factory is committed to maintaining a clean, safe and environmentally responsible event site. A dedicated Waste Management Plan has been developed and submitted to the City of Perth, outlining the procedures for waste collection, recycling and site cleaning throughout the event.

Veolia has been engaged to provide all waste and recycling services for the event, including the supply, collection and servicing of waste bins throughout the venue. Bar Pop Management will ensure an adequate number of waste and recycling bins are strategically located across the site, with a particular focus on food vendor precincts, bar service areas and other high-traffic locations. Event cleaning personnel will monitor bin capacity throughout the event to ensure bins are emptied regularly and the venue remains clean and well presented.

Professional cleaning services will be provided by COGS, who will undertake continuous cleaning throughout event operations, together with comprehensive pre-event and post-event cleaning of the venue.

Ice Cream Factory is committed to reducing its environmental impact through sustainable waste management practices and is estimated to divert approximately 70% of event waste from landfill. In partnership with the Scouts through the Containers for Change program, approximately 80,000 eligible beverage containers are collected each season, supporting recycling initiatives while providing a valuable fundraising opportunity for the local community.

The Waste Management Plan should be read in conjunction with this Event Management Plan and provides further detail regarding waste collection, recycling, cleaning operations and environmental management procedures.

**Ablution Management**

Ice Cream Factory is committed to providing clean, accessible and appropriately serviced ablution facilities for all patrons. Toilet facilities have been planned in accordance with the Guidelines for Concerts, Events and Organised Gatherings, with additional facilities provided to cater for events where alcohol is being consumed.

The venue provides the following ablution facilities:

**Public Facilities**
48 Female toilets
8 Male toilets
25 metres of urinal facilities
2 Accessible toilets
**Back-of-House Facilities**
12 dedicated staff and artist toilets located within the back-of-house area.

Toilet facilities are conveniently located throughout the venue and are clearly signed, well lit and easily accessible. Professional cleaning services provided by COGS will continuously service all amenities throughout the event, ensuring they remain clean, fully stocked and maintained to a high standard.

The provision and ongoing maintenance of these facilities supports patron comfort, public health and the safe operation of the event.

**Food Catering**

Ice Cream Factory provides food services throughout all event operating hours to support patron welfare and the responsible consumption of alcohol. A dedicated on-site food vendor operates during both Warehouse and Festival events, ensuring patrons have access to quality food whenever alcohol is being sold.

The food vendor is required to comply with the Food Act 2008 (WA) and all relevant City of Perth food safety requirements, including the maintenance of any approvals or permits required to operate.

The food outlet is centrally located and easily accessible from both the Warehouse and Outdoor Festival areas, providing convenient access for all patrons throughout the venue. The availability of food throughout trading hours forms an important component of Ice Cream Factory's Responsible Service of Alcohol and patron welfare strategies.

**Noise Management**

Ice Cream Factory is committed to minimising the impact of event noise on surrounding residents and businesses while delivering a high-quality entertainment experience. The venue operates in accordance with the conditions of its Section 19B Approval issued by the City of Perth, with a dedicated Noise Management Plan supporting all event operations.

For all outdoor events, dedicated sound technicians continuously monitor and manage sound levels throughout the event to ensure compliance with the approved noise conditions and minimise noise spill beyond the venue. The Warehouse has also undergone extensive acoustic treatment, including the installation of acoustic panelling, to further reduce noise impacts on neighbouring properties.

A dedicated community complaint line operates throughout all events, allowing any concerns to be responded to promptly by Event Management and the sound production team. Since commencing operations in 2017, Ice Cream Factory has successfully delivered hundreds of events and has received fewer than a handful of noise complaints, demonstrating the effectiveness of its noise management practices and ongoing commitment to the surrounding community.

**Risk Management**

A comprehensive Risk Management Plan has been developed for Ice Cream Factory to identify, assess and manage the risks associated with the planning and delivery of events at 92–100 Roe Street, Northbridge. The plan has been prepared in accordance with the principles of AS ISO 31000:2018 – Risk Management Guidelines and is reviewed regularly to ensure it remains relevant to the event and any changing operational requirements.

The objectives of the Risk Management Plan are to:

- Identify hazards and assess the risks associated with the event.
- Implement appropriate control measures to eliminate or minimise identified risks.
- Provide effective response procedures for incidents and emergencies.
- Support the safe management of patrons, staff, contractors and neighbouring properties.
- Assist emergency services through the provision of relevant operational information.
- Facilitate the safe and orderly evacuation of the venue should it become necessary.
- Monitor and review risk controls to ensure their ongoing effectiveness throughout the event lifecycle.

Risk management is an ongoing process undertaken before, during and after each event. Risks are assessed according to their likelihood and potential consequence, with appropriate treatment measures implemented through operational planning, communication, training, site design and continuous monitoring.

The Risk Management Plan forms part of the suite of event management documents and will be distributed to key stakeholders for review prior to the commencement of the event.

**Insurance**

Ice Cream Factory is covered by a $20 million Public Liability Insurance Policy. A current Certificate of Currency can be provided to stakeholders and regulatory authorities upon request.

All contractors, suppliers, exhibitors and service providers engaged for the event are required to maintain their own appropriate Public Liability Insurance for the activities they undertake. Evidence of current insurance may be requested by Event Management prior to commencing work on site.

**Disability & Inclusion**

Ice Cream Factory is committed to providing an inclusive, welcoming and accessible environment for all patrons. Event Management aims to ensure that people living with disability have equitable access to the venue, its facilities, services and event experiences wherever reasonably practicable.

Accessibility and inclusion measures include:

- Step-free public entry points and accessible pathways throughout the venue.
- A lift servicing the three-storey scaffold amphitheatres, ensuring patrons can access all public viewing levels.
- Dedicated accessible viewing platforms overlooking both the Outdoor Main Stage and the Warehouse Stage, providing clear sightlines for patrons with accessibility requirements.
- Designated ACROD parking bays located on Lake Street, subject to availability.
- Accessible toilet facilities conveniently located within the venue.
- Accessible service counters at ticketing, food and beverage outlets where practicable.

- Recognition of the Companion Card scheme, with complimentary admission provided to registered carers.
- Trained Assistance Dogs are welcome throughout the venue in accordance with applicable legislation.

Ice Cream Factory is committed to providing the same high standard of customer service to all patrons. Event staff and contractors are available to provide assistance where required, ensuring patrons can safely access and enjoy all areas of the venue, including entertainment spaces, food and beverage outlets and public amenities.

Patrons are encouraged to provide feedback regarding accessibility and inclusion through the venue's communication channels. Feedback is reviewed by Event Management as part of the venue's commitment to continuous improvement. Accessibility arrangements are reviewed prior to each event to ensure facilities and services continue to meet the needs of all patrons.

**Further Information**

Ice Cream Factory is committed to delivering safe, professionally managed events that provide an exceptional experience for patrons while minimising impacts on the surrounding community. This Event Management Plan, together with the supporting Security Management Plan, Emergency Management Plan, Alcohol Management Plan, Risk Management Plan, Waste Management Plan and Noise Management Plan, provides a comprehensive framework for the safe planning, operation and delivery of all events held at the venue.

Through experienced event management, strong stakeholder collaboration and a commitment to continuous improvement, Ice Cream Factory has established a proven track record of successfully delivering large-scale events. The operational procedures outlined within this plan are regularly reviewed and refined to ensure compliance with legislative requirements, industry best practice and the expectations of regulatory authorities.

**For further information regarding any component of this Event Management Plan, please contact Ice Cream Factory Management.**

## Coconut Grove Tavern – Operational Use During Ice Cream Factory Events

Coconut Grove Tavern is open and operating for all events held at the Ice Cream Factory.

Coconut Grove Tavern forms part of the overall event space and is utilised in conjunction with Ice Cream Factory operations. The extent to which the venue is used varies depending on the nature of the event, anticipated patron numbers and operational requirements.

The general public will not be able to access Coconut Grove Tavern while an event is being held at The Ice Cream Factory.

**Use of Internal Licensed Areas**

Coconut Grove Tavern comprises two areas, providing flexibility to accommodate different event capacities and configurations.

- **Outdoor Area (Back Bar):** The back bar is open and operational during all Ice Cream Factory events, regardless of event capacity.
- **Secondary Internal Area (Front Bar):** For larger-capacity events, particularly when Ice Cream Factory is operating in its full outdoor festival configuration, the secondary internal space is also opened to provide additional patron space and bar service.

Depending on the event, Coconut Grove Tavern is also utilised as either a secondary entertainment stage or the Silent Disco area. The Silent Disco is predominantly located within Coconut Grove Tavern. Coconut Grove Tavern area is also commonly referred to as "The Patio" in Ice Cream Factory marketing and patron communications.

**Patron Entry and Exit**

The primary patron entry and exit point for Ice Cream Factory events, including access to Coconut Grove Tavern, is via the main entrance on Roe Street.

All Ice Cream Factory events are ticketed, and maintaining a single controlled entry point allows event management and security to effectively oversee ticket scanning, identification checks, security screening and patron movements.

A significant security presence is maintained at the Roe Street entrance throughout events. This arrangement also assists in managing patron evictions and preventing patrons who have been removed from the premises from re-entering through alternative access points.

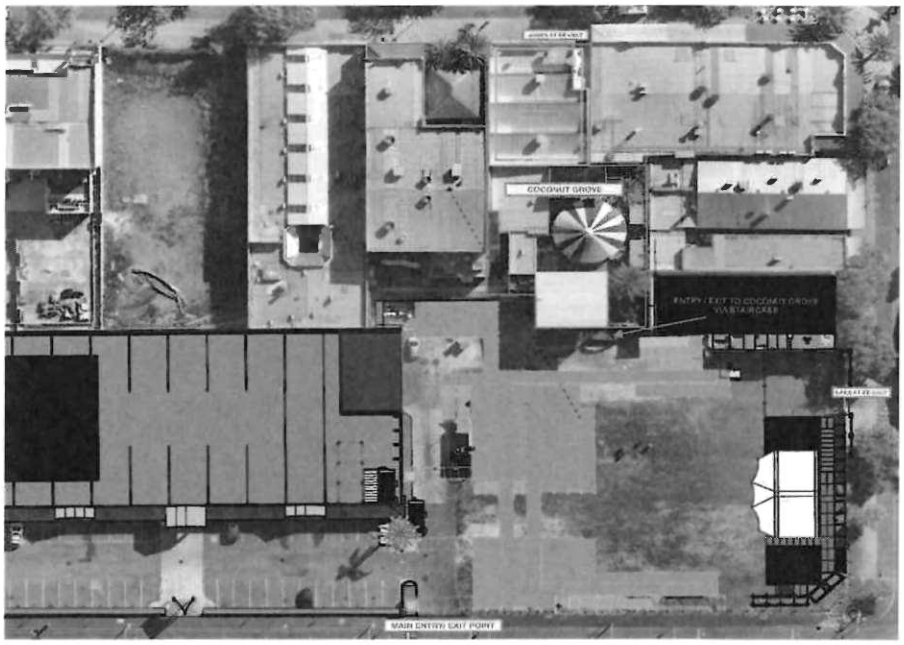
Through ongoing consultation with the City of Perth, Roe Street has proven to be the most appropriate location for managing large volumes of patrons. The available footpath and queuing space is more suitable than James Street, allowing queues to be managed safely while minimising impacts on neighbouring businesses and pedestrian movements.

The James Street access point is maintained as an emergency exit and may also be utilised for patron egress following the conclusion of an Ice Cream Factory event, typically after 11:00pm. Both James Street and Lake Street are available as emergency exits when required for any event.

**Operational Management**

The configuration of Coconut Grove Tavern is determined by the anticipated attendance and requirements of each event. Opening the appropriate internal areas allows the venue to provide sufficient patron space, bar facilities and entertainment areas while maintaining effective security oversight, patron management and responsible service of alcohol.

The licensed area plan identifies Coconut Grove Tavern, its internal areas and the relevant patron entry and exit points, including the primary Roe Street entrance and emergency exits via James Street and Lake Street.



# SECURITY MANAGEMENT PLAN

Ice Cream Factory Event Series
2026/2027

PREPARED FOR

This Security Management is for Bar Pop Management / Entertainment Enterprises and strictly for use on The Ice Cream Factory Event Series to be held at The Ice Cream Factory throughout 2026/2027.

Ashleigh Brett

# SECURITY MANAGEMENT PLAN

Ice Cream Factory Event Series | 2026/2027

## Statement of Confidentiality & Non-Disclosure

This document contains proprietary and confidential information. All data submitted to the recipient is provided in reliance upon its consent not to use or disclose any information contained herein except in the context of its business dealings with Ace Security and Event Services, Bar Pop Management & Entertainment Enterprise.

The recipient of this document agrees to inform present and future employees or agents of the recipient who view or have access to its content of its confidential nature.

The recipient agrees to instruct each employee that they must not disclose any information concerning this document to others except to the extent those such matters are generally known to, and are available for use by, the public. The recipient also agrees not to duplicate, distribute, or permit others to duplicate or distribute any material contained herein without Ace Security and Event Services express written consent.

Ace Security retains all title, ownership and intellectual property rights to the material and trademarks contained herein, including all supporting documentation, files, marketing material, and multimedia.

## EXECUTIVE SUMMARY

Adam Casella Director of Ace Security and Event Services based out of Perth Western Australia has been engaged by Bar Pop Management to manage and oversee all aspects of Security for The Ice Cream Factory Event Series 2026/2027.

Adam has managed the security of several large-scale mass gatherings including but not limited to

| | | |
|---|---|---|
| Origin Festival Perth | - 2015 - 2026 | – Attracting up to 22,000 patrons |
| Lane Way Festival Perth | – 2016 -2026 | – Attracting 10,000 to 40,000 patrons |
| Listen Out Perth | - 2015 – 2024 | - Attracting up to 40,000 patrons |

## COMPANY OVERVIEWS

### Ace Security and Event Services

Ace Security and Event Services (ACE) was founded in 2008. ACE has been a fast-growing and well-established brand, forging strong links particularly in local and regional Western Australia with licensed Venues, music promotions and the ever-growing Events industry.

ACE is a West Australian owned and operated business, founded and managed by industry leaders, and employing some of the most qualified and professional event personnel.

## Planning Information

### Scope of Document

This plan is prepared to provide an overall description of Security operational activities for The Ice Cream Factory Event Series 2026/2027.

The plan is a summarized document, able to be operationally implemented for event purposes (it does not detail underpinning security crowd management theoretical concepts but outlines strategic security operations). It is supplemented by condensed brief sheets for guard reference and briefings (prepared immediately before event operations).

This plan is supplemented by Ace Security and Event Services, Standard Operating Procedures, Safe Work Procedures, Job Descriptions, and where required event specific Standing Orders.



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The plan requires extensive ongoing consultation and refinement prior to finalising risk identification, analysis, and control detail. It is provided in conformance with relevant International and Australian Standards.

**OBJECTIVES**

The objectives of this plan are as follows:

1. To define and implement strategies and procedures that will address all security risks pertinent to Ice Cream Factory.
2. To inform security personnel on the relevant threats and procedures that will apply to operations.
3. To act as a means of communication between all stakeholders and ACE management and those performing security and emergency response functions within the events area of operations.

The objectives of ACE's provision of security services are as follows:

1. To protect the assets, infrastructure and personnel involved in the event,
2. To enable operations at the event to continue unhindered,
3. To implement and communicate efficient and robust security, emergency, and incident management procedures,
4. To demonstrate and employ superior management procedures and industry practices.

**SCOPE OF WORK**

To achieve the objectives listed above, ACE will provide the following functions:

- Security and protection of the Primary assets involved in the main program of events,
- Static security officers for the protection of staging and storage compounds within the event site
- Crowd control around the Primary assets and compounds,
- Incident Response officers for timely reaction to incidents,
- Communications between security personnel and event operations staff.

### Correlation with Related Plans

This plan does not specifically address access/traffic, emergency management, event risk management, event Work Health and Safety, event licensing or event operations which are prepared separately.

The plan does not override other event planning documents prepared by any related stakeholders excepting details of security operations. Where feasible this plan refers to but does not duplicate existing event plans.

### Integration with Related Stakeholders

Delivery of this plan requires overall co-ordination and operational integration by all event stakeholders:



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## ENTRY PROCESS + ACCEPTABLE FORMS OF ID

### Entry Process

- This is an 18+ only event. Minors are NOT permitted.

  All patrons attending the event will receive a wristband at the entry
- Any persons found inside the event site without a wristband will be evicted
- BYO alcohol is NOT permitted at this event
- Intoxicated people will NOT be permitted entry into the event
- 'NO PASS OUT' rules apply, unless a valid reason is approved by Management
- Bag searches will be conducted at the event
- Any people found to be in the possession of drugs WILL NOT be permitted entry into the event

### The entry process for the event includes;

- ID Check
- Bag Search
- Ticket Scan

### Acceptable forms of ID includes;

- Current State, Interstate, or Overseas License
- Photo Card or Interstate Proof Of Age Card
- Current Australian Passport or other country Passport
- Key Pass (over 18) identity cards issued by Australia Post
    - (All primary forms of evidence of age must contain a photograph and DOB)

### Condition of Entry



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# CONDITIONS OF ENTRY

## SHOW ID

The Ice Cream Factory is 18+.
All guests are required to show a valid identification (ID) as proof of identity and must produce one of the following acceptable forms of ID:

- A current Passport with a photograph
- A current Australian Drivers Licence with a photograph
- A Western Australian Proof of Age card

## ENJOY RESPONSIBLY

The Ice Cream Factory is a Licenced area and as such, alcohol may only be consumed with the following provisions:

- Alcoholic beverages must not be taken from the Venue / Licenced Premises
- No external alcoholic beverages will be permitted entry to the Venue / Licenced Premises
- Intoxicated persons will be refused entry/evicted from the Venue
- It is an offence to purchase liquor for or to supply liquor, to a minor

## DON'T GET TOO LIT

Ice Cream Factory management reserves the right to refuse admission to and eject from the Event without compensation for any Entrant, whose conduct is, or deemed to be unlawful, disorderly or offensive, or who is not entitled to attend that event. This can include those who are intoxicated, violent, quarrelsome, disorderly or maybe drug-affected or in possession of illegal drugs/substance drugs.

## LOOK SUAVE

Ice Cream Factory management reserves the right to refuse admission or service to any person or persons failing to comply with the following dress requirements.

- Footwear to be worn at all times
- A patron wearing any 'colours' or 'insignia' signifying belonging to any Outlaw Motor Cycle clubs (OMC's) or other groups as designated by Police, is prohibited from entering, or being in the Venue. This includes coats, T-shirts, scarfs, waistcoats, caps, patches etc that indicate a patron belongs to any of such OMC's or groups.

**DRESS STANDARDS – OUTLAW MOTORCYCLE GANGS**
The following dress standard applies during the permitted trading hours:
(a)Jackets or any other clothing or accessory, or any clearly visible body marking, bearing patches or insignia of any Outlaw Motor Cycle Gangs not limited to, but including, the following listed Outlaw Motor Cycle Gangs, are not permitted to be worn or to be visible on the licensed premises:

(i) Coffin Cheaters;
(ii) Club Deroes;
(iii) Gods Garbage;
(iv) GypsyJokers;
(v) Outlaws;
(vi) Finks;
(vii) Rebels;
(viii) Comancheroes;
(ix) Hell's Angels
(x) Rock Machine;
(xi) Mongols;
(xii) Lone Wolf;
(xiii) Bandidos and
(xiv) Brothers 4 Life.

## BUY TICKETS, BE COOL

Ice Cream Factory Management may cancel, interrupt or stop the Event due to dangerous situations, adverse weather or any other causes beyond its reasonable control, and such cancellation, interruption or stopping of the Event shall not entitle the Patron to make any claim whatsoever against the event organizer. Patrons evicted or refused entry due to disorderly conduct or inappropriate behaviour deemed by management are also not entitled to any compensation or refund.

- Patron may be refused entry if they are in possession of stolen/fraudulent or cancelled tickets
- Patrons bringing personal belongings into the Ice Cream Factory do so at their own risk. The Ice Cream Factory will not be held responsible for any damages to, loss or theft of a patron's personal belongings
- The movement of patrons within the Ice Cream Factory site will be subject to the monitoring of CCTV cameras.
- By entering the Ice Cream Factory, you consent to being filmed and/or photographed Photography and Videography filmed in the venue may be used for social media and advertising for the venue. It's ok, we'll throw a filter on you babes.

## The Radio Communication plan for RADIO COMMUNICATION PLAN

The Radio Communication plan for Ice Cream Factory will be organised by Bar Pop Management and issued to all relevant parties on the day or prior to the event.

## GENERAL RADIO PROCEDURES

**When commencing a conversation** - Use the person you are contacting's name (C/s) first then your own:

***Alpha 1 (person I am calling)*** this is ***Command 1, over.***

**When replying** – Use the person who called your name (c/s) first then your own:

Example

***Command 1 (person who called)*** this is ***Alpha 1, send over.***

NOTE: when finished with you message, use the word ***OVER*** at the end so the other person knows you have



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finished your message.

**When conducting a radio check**

Example

1st person: ***"Alpha 1 (person I am calling)*** this is ***Command 1, radio check, over."***

2nd Person: ***"Command 1 (person who called)*** this is ***Alpha 1, loud and clear, over."***

1st person: ***"Alpha 1 (person I am calling)*** this is ***Command 1, loud and clear, out."***

NOTE: Once the first person gets the reply of loud and clear form the second person, he responds with loud and clear and also use the word **OUT.** This is so the second person knows his message was received and that the conversation is now over.

## Code words & Abbreviations

The use of codes, including call sign locations is to ensure clear and concise communications for the duration of the event. It allows for effective time saving communications and transmission.

Security staff will employ the use of phonetic alphabet and 24-hour clock notation to ensure messages are clearly relayed with minimal room for error.

**Other common language used on the radio:**

| | |
|---|---|
| **"Send, over"** | Send your message/transmission |
| **"Say again, over"** | Please repeat your last message/transmission |
| **"Roger, over"** | I have received your message loud and clear |
| **"Acknowledged, over"** | I have heard and understood your message/instruction |
| **"Yes" or "No"** | That is correct / not correct |
| **"LocStat/Loc"** | Location |
| **"More to follow"** | A break in message, but the conversation is not over |
| **"RV"** | Rendezvous point or location to meet up |
| **"Out to you"** | I am ending the conversation with you but starting with someone else. |

## Colour Codes



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As per Australian Standards the below colour coding system will be implemented for this event should they arise.

| | |
|---|---|
| CODE RED | Fire/Smoke (**CODE RED "FIRE, FIRE, FIRE**) |
| CODE BLUE | Medical Emergency **(CODE BLUE "MEDIC, MEDIC, MEDIC)** |
| CODE PURPLE | Bomb Threat **(IED, VBIED, BBIED)** |
| CODE YELLOW | Event Site Infrastructure Emergencies |
| CODE BLACK | Personal Threat/Armed Aggression **(CODE BLACK – FIGHT TERRORIST / ACTIVE** |
| | **SHOOTER, VBIED, BBIED)** |
| CODE BROWN | External Emergency (Off Site and may impact on the event site) |
| CODE ORANGE | Evacuation |
| CODE GREEN | All Clear |

Security Personnel are required to report all incidents to both their relevant supervisor & ECC. Response teams and security manager on site will assess the incident, cordon, contain and if safe to do so, remove the incident.

## ACCREDITITION AND ACCESS CONTROL

Accreditation will alter in many ways from site to site to differentiate the different shows.

Only AAA's will have escort rights.

Guests are not allowed on stage and Artists cannot escort.

All patrons, staff, and performers on site will be required to have a form of accreditation to gain access to the site or to access back of house areas, stages etc.

All Access points will have accreditation sheets, showing all passes and valid passes that can gain access through the access point will be on display, all passes not able to access through this area will be crossed and all security staff briefed.



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**Ace Security Hierarchical Structure.**




Event Command Security (Not including EOC) will be wearing Black Security vests.




Dark Blue Security Vests will be worn by Zone Security Managers. Security Managers will report direct to Event Command.




Light Blue Security Vests will be worn by Area Specific Supervisors. Supervisors will report direct to their respective Zone Security Manager




Red Security Vests will be worn by Response Teams. Response Guards will report direct to their respective Zone Security Manager




Yellow Security Vests will be worn by Static Crowd Controllers. These guards will report to their respective Supervisors or Zone Security Managers.

## Security Roster

The security roster will be finalized in consultation with the licensee as the stakeholder engagement process develops. The detail below provides guidance on the general concept of operations for the event and is expected to change as the planning process matures.

In general, terms it is proposed that:

- The Ice Cream Factory will be licensed under the Coconut Grove Tavern as an Extended Trading Permit from the venue located at 161 James St, Northbridge.
- A clear delineation will be made between static roles that are placed to protect infrastructure and / or control access vs. those that are placed to provide a crowd control function.
- Entry Lanes will be modelled using Crowd Dynamics based on arrival patterns of previous shows.
- An additional radio controller will monitor the Security Channel with ECC providing oversight of the Event Channel



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## Management / Control Team

### Security Manager & Bookings Manager

- Prepare Event and Asset Briefs
- Prepare Event and Asset Roster
- Audit Roster to ensure Correct number of Guards and compliance
- Event Day liaise with Event and Site Rep
- Ensure all access control and accreditation boards are up
- Liaise with Event Manager once Security and All Departments are ready to call doors open
- Ensure all guards on site are briefed and know their roles and responsibilities

### Security Manager

The Event Security Manager and Security 2iC will be responsible for the implementation of this Security Management Plan in accordance with all-applicable legislation, industry best practice and ACE Policy and Procedures.

### Response Teams

Response teams will consist of **TBA** Crowd Controllers that are tasked with maintaining general crowd control, RSA and safety whilst patrolling/roaming the site. Response teams will consist of **TBA** operatives to ensure patron safety and compliance in teams of two (2)

Primary focus of operatives assigned to this position shall be the safety of staff, patrons and other venue users. Key functions include:

- Note any issues that require reporting to the ECC.
- Monitoring supply of alcohol and any alcohol being consumed outside licensed area.
- Monitoring secondary supply of alcohol
- Assist other operatives when required
- Carry out various tasks assigned by control or their immediate supervisor
- Monitor/Assess crowd control condition & report same to control
- Carry out ejection of persons breaching any conditions of entry or licensing
- Assist police where required
- Ensuring all patron interactions occur with due and appropriate consideration of The Force Continuum and a minimal level of force is applied to achieve the required safety / compliance outcome
- Adopt a pro-active approach in resolving issues as they arise.

### Response Protocol

- Response Team called to location by Control
- Response initiated
- Response Team assess situation – primary goal to maintain safety of patrons and de-escalate where possible
- In the event extraction is required contact Control

### Ejection Protocol

- Ejection initiated
- Assess situation – primary goal to maintain safety of patrons and de-escalate where possible
- Where required, conduct ejection of patron with due and appropriate consideration of The Force Continuum and a minimal level of force to achieve the required safety / compliance outcome.



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### Entry ID

A strong security presence will be maintained at the entry point.

Primary focus of operatives assigned to this position shall be the safety of staff, patrons and other venue users. Key functions include:

- Ensuring smooth crowd flow
- Directing the crowd to appropriate ticketing lanes
- Detection of undesirable persons prior to entry through:
    - Monitoring of intoxication levels
    - Monitoring attitude and behaviour
- Checking Proof of age
- Preventing attempts to introduce contraband (outlined below) onto the site. Including:
    - The confiscation of contraband, dangerous or offensive items, or
    - The refusal of admission to persons that refuse to surrender contraband
- Preventing fraudulent entry by assisting ticketing staff
- Protection of ticketing staff & equipment

Entry ID staff will report to the Security Manager.

### Run Through Response

The Run Through response teams will be positioned at the rear of the entry cue system internal to the site. There primary role will be to ensure no patrons try to breach the entry without going through the correct entry procedure. The Run through response team will also assist with any issues at the entry point or in the immediate area. They will re deploy to the full site response team once ingress is complete.

These call signs will fall in line with the general response team guidelines

The Run Through response team will report to the Security Manager.

### Stage Guards

The Stage Security Guards are to

- Ensure when surfers / casualties are being removed the importance of NOT converging but maintain your position as well as moving across enough to cover the gap that was created due to the removal.
- Security must be evenly placed and spaced across the pit.
- Response to be shown their positions to support pit security in the handover of those persons especially with the surfers and medicals.
- Far left and right pit staff are also to be used as spotters by standing on the barricade to monitor the front of stage patrons for crowd issues i.e. medical, crushes, fights etc. and report to base.
- All removals from the barrier and into the pit must be called in for logging.

The Stage Security Guards report to the Security Manager.

### Emergency Exit Gates

In normal conditions:

Personnel assigned to each Emergency Exit Gate will maintain a secure perimeter for the event. All perimeters of the event area are exposed which increases the potential of fence jumpers and unauthorized site incursions. Any



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person attempting to access the site in this way is to be refused entry. Primary focus of operatives assigned to this position shall be the safety of staff, patrons and other venue users. Key functions include:

- Monitoring the issued radio for Emergency Traffic,
- Maintaining the integrity of the site perimeter through effective access control at their emergency gate
- Identification, response and reporting of potential / actual fence jumpers in their area
- Ensuring emergency gates and pathways are functional and clear
- Ensuring alcohol is not removed from the event site via their emergency exit gate
- Monitoring the perimeter in their immediate vicinity for attempts by patrons or others to bring alcohol or any other contraband into the event site.

In Emergency Conditions:

- In the event of a full or partial evacuation, Emergency Gate Positions, as directed, will open gates outwards and confirm that egress pathways are safe, and free of obstructions.
- Emergency Gate Positions will take up positions 10 metres in from gates and direct patrons to Muster Point noted on mpas.



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