



THE WOOL STORE

**47-61 SUNSHINE ROAD, WEST FOOTSCRAY,
VICTORIA, 3012**

VENUE MANAGEMENT PLAN

**This copied document to be made available
for the sole purpose of enabling
its consideration and review as
part of a planning process under the
Planning and Environment Act 1987.
The document must not be used for any
purpose which may breach any
copyright**

Prepared by Untitled Group Pty Ltd

This document is to be continually developed in consultation with key stakeholders. As situations arise, government policies change and suggestions are provided by key stakeholders, this Venue Management Plan and its contents and additional plans may change as per feedback from Responsible and Referral Authorities.

We would like to acknowledge the Traditional Custodians of this Land on which we are gathered and operate on. We would also like to pay respect to their Elders both past and present, and extend that respect to other Indigenous Australians present.

ADVERTISED PLAN

1. VENUE MANAGEMENT PLAN OVERVIEW	3
2. ENTITY INFORMATION	3
3. PUBLIC LIABILITY INSURANCE	3
4. SITE LOCATION AND ACCESS DETAILS	4
5. TRANSPORT TO AND FROM SITE	4
5.1. PUBLIC TRANSPORT	4
5.2. TAXI AND RIDESHARE	4
5.3. STAFF PARKING	4
5.4. ACCESSIBLE PARKING	4
6. COMMUNICATIONS PLAN	4
6.1. EVENT OPERATIONS CENTRE	4
6.2. PATRONS	5
6.3. STAFF	5
6.4. NEIGHBOURING COMMERCIAL STAKEHOLDERS	6
7. EMERGENCY SERVICES + COUNCIL	6
7.1. POLICE	6
7.2. FIRE SAFETY	7
8. FIRST AID	7
9. SECURITY MANAGEMENT	8
10. NOISE MANAGEMENT	9
11. REINSTATEMENT + PROTECTION OF SITE	9
11.1. VENUE DAMAGE	9
11.2. ENVIRONMENTAL DAMAGE:	9
12. TRAFFIC MANAGEMENT	10
13. SMALL EVENT VARIATION	10
14. SUMMARY	11
15. APPENDIX	11
15.1. PUBLIC LIABILITY	11
15.2. SECURITY MANAGEMENT PLAN	11
15.3. TRAFFIC MANAGEMENT PLAN	11
15.4. GREEN TRAVEL PLAN - TRAFFIX GROUP	11
15.5. WASTE MANAGEMENT PLAN	11
15.6. MEDICAL MANAGEMENT PLAN	11
15.7. ALCOHOL MANAGEMENT PLAN	11
15.8. NOISE MANAGEMENT PLAN	11
15.9. SITE PLAN	11

This copied document to be made available
for the sole purpose of enabling
its consideration and review as
part of a planning process under the
Planning and Environment Act 1987.
The document must not be used for any
purpose which may breach any
copyright

1. VENUE MANAGEMENT PLAN OVERVIEW

This Venue Management Plan (VMP) has been prepared to support the proposed use of The Woolstore, 47–61 Sunshine Road, West Footscray, for both major and small events.

This VMP is primarily structured around Major Events, as these represent the highest impact operational scenario proposed for the site (up to 8,500 patrons). The controls, procedures and mitigation measures outlined throughout this EMP are intended to ensure that Major Events are managed safely, responsibly, and in accordance with relevant permit conditions, regulatory requirements and stakeholder expectations.

Small Events (up to 1,000 patrons) will operate under the same overarching event management framework, with event infrastructure, staffing, traffic and crowd management measures scaled appropriately to reflect the lower patron capacity and reduced risk profile.

Maximum Capacities & Event Limits:

Major Events

- Live music concerts
- Maximum capacity of 8500 patrons per event
- Operating hours between 12pm to 11pm (no more than 8 hour duration per event)
- Each major event will operate 3x stages with separate acts and performances on each stage. All stages will operate concurrently.

Small Event

- Facilitating low impact community events, institutional events, corporate events, etc
- Maximum capacity of 1000 patrons per event
- Flexible operating hours

EPA Note:

Any Major Event longer than 8 hours or finishing after 11:00 PM requires a separate L05 permit. More than 6 events per year will require an L06 permit.

2. ENTITY INFORMATION

Untitled Venues Pty Ltd
ABN 46 657 097 11
Level 1, 1 Eastbourne St, Windsor VIC 3181

3. PUBLIC LIABILITY INSURANCE

A Certificate of Currency will be provided with this VMP. Public Liability cover is for a minimum of \$20million.

This copied document to be made available for the sole purpose of enabling its consideration and review as part of a planning process under the Planning and Environment Act 1987. The document must not be used for any purpose which may breach any copyright

Subcontractors and Suppliers will be required to have and maintain their own Public Liability Insurance, with a minimum cover of \$20m.

See copy of Public Liability Insurance at Appendix. 14.1

4. SITE LOCATION AND ACCESS DETAILS

The Woolstore is located at 47-61 Sunshine Road, West Footscray. Public access is available via Sunshine Road or Roberts Street.

5. TRANSPORT TO AND FROM SITE

5.1. PUBLIC TRANSPORT

The events are serviced by both Tottenham and West Footscray Railway Stations. Adjacent to the events on Roberts Street and Sunshine Road are multiple bus interchanges servicing routes across the inner West.

Notifications for the events will be submitted to Public Transport Victoria with specific event capacities to provision additional train services.

See copy of Traffic Management Plan at 14.3

5.2. TAXI AND RIDESHARE

A taxi and rideshare drop off and pick up zone will be provisioned for each event.

See copy of Traffic Management Plan at 14.3

5.3. STAFF PARKING

An allocation of parking for core event staff will be provisioned for each event.

See copy of Traffic Management Plan at 14.3

5.4. ACCESSIBLE PARKING

An allocation for accessible parking will be provisioned for each event.

See copy of Traffic Management Plan at 14.3

6. COMMUNICATIONS PLAN

6.1. EVENT OPERATIONS CENTRE

The Event Operations Centre (EOC) will be constantly staffed by a Communications Officer during Major Events, and run by an Event Manager.

This copied document to be made available for the sole purpose of enabling its consideration and review as part of a planning process under the Planning and Environment Act 1987. The document must not be used for any purpose which may breach any copyright

The Communication Officer will have open radio channels and act as an interface between all the departments at events. The Communications Manager will run a log of all incidents, threats, changes and treatments across all aspects of the Events.

The EOC will be central to all onsite communications with key stakeholders relevant to the event operations (local stakeholders if required, Victoria Police, Fire Rescue Victoria, Ambulance Victoria, Maribyrnong City Council and DECCA).

The Communications Officer will work under the remit of the Event Manager

The events security team will run an independent Communications Officer and will maintain the constant communication and movements of all security personnel. The Security Communications Office and Event Communications Officer will work with the Event Manager to coordinate all responses on site.

6.2. PATRONS

Patrons will be informed of recommended forms of travel and arrival at the time of ticket purchase, on their ticket and via electronic communications.

This will include a listing of available means of transport (train to/from Tottenham, Taxi + Rideshare drop off point, coach service, buses and so on). This will include an indication of schedules and last services for relevant means of transport to assist patrons in making a timely exit from the area.

These communications will emphasise the responsibility of patrons to respect each other as well as the amenity of the area and call out inappropriate behaviour to the events staff, events safety hotline of the police.

The events safety hotline number will be available as part of the electronic communications as well as on bold-lettered, high contrast corflute signs throughout the events such as:

- “THIS EVENT HAS NO TOLERANCE FOR INTOLERANCE, OR AGGRESSIVE BEHAVIOUR.
CALL OR TEXT 04## ### ## IF YOU WITNESS ANY INAPPROPRIATE BEHAVIOUR”.

6.3. STAFF

All staff and relevant contractors will be inducted to the events emergency procedures, evacuation routes and assembly areas prior to commencing work. They will also be supplied with key contacts and event specific information as part of their onboarding process by way of a production advance and/or Event Management Plans.

**This copied document to be made available
for the sole purpose of enabling
its consideration and review as
part of a planning process under the
Planning and Environment Act 1987.
The document must not be used for any
purpose which may breach any
copyright**

Edited 19th February 2026

Supervisors and key staff will carry 2-way radios during operations to facilitate onsite communications.

A closed comms circuit will be maintained via mobile phone devices, through a WhatsApp group, allowing sensitive communication, as well as communication in the event of radio failure.

6.4. NEIGHBOURING COMMERCIAL STAKEHOLDERS

The following local commercial stakeholders have been approached and consulted with regards to their operational requirements. This process informs our Traffic Management Plan and Security Management Plan

- GrainCorp
- Winnipeg Textiles
- Mil-Systems
- Perri Projects
- Inotherm

As a follow up to these consultations, all businesses on Roberts Street and within a 200m radius will be forwarded a notification including a production schedule outlining the event activation time, forecast increases in vehicular activity, planned road closure at Roberts Street adjacent to the site, contact details for each event day communications and details of security, traffic or crowd control devices to be provisioned to secure the amenity of the area.

A hotline phone number for the events will also be provided and staffed 24h from bump in to bump out.

7. EMERGENCY SERVICES + COUNCIL

Untitled Group will be in regular communication with the following Emergency Services and DECCA personnel:

- Victoria Police
- Ambulance Victoria
- Fire Rescue Victoria
- VicRoads
- Worksafe
- Public Transport Victoria
- Maribyrnong City Council
- VGCCC

7.1. POLICE

Input from all levels of Police will be invited (state, regional, local). Police attendance at the events is likely, and more than welcome. All information regarding the events

This copied document to be made available for the sole purpose of enabling its consideration and review as part of a planning process under the Planning and Environment Act 1987. The document must not be used for any purpose which may breach any copyright

will be forwarded to the nominated local police contact and the State Event Planning Unit for circulation and distribution to relevant departments.

Untitled Group wishes to ensure they are operating at a level of safety satisfactory to all stakeholders, with the utmost consideration of our patrons at our events in mind, so input and recommendations are welcomed.

7.2. FIRE SAFETY

Untitled Group will ensure that the required Fire Safety Equipment will be available, present and visible where required. Areas of attention include any site/production generators, temporary structures, and areas where open gas or natural flame may be being used (food areas etc).

Appropriate signage will accompany all Fire Safety equipment where the equipment is not immediately visible.

All ABE Fire Extinguishers will be made to Australian Standard AS1841.5.

8. FIRST AID

Untitled Group has engaged [Medical Edge](#) as our medical provider, they have generated a comprehensive Medical Management Plan for our series of events. In consultation with our Medical and Security teams, as well as Victoria Police, Ambulance Victoria and Maribyrnong City Council, the plan includes steps to all incident responses, as well as detailing staffing roles. We intend to use experienced event medical teams who have a range of event medical experts including First Responders, Event Paramedics, Registered Nurses and Practitioners.

We will evaluate the events based on the following criteria to determine potential level of risk:

- Site specific risk metrics
- Size of expected attendance audience
- Profile of expected audience
- Weather considerations
- Potential misuse of alcohol and effects from misuse
- Potential misuse of illicit substances and effects from misuse

We will work with our Medical providers and supply all the support infrastructure that our Medical Services require to ensure a comfortable setting for any patron incidents.

Untitled Group and our medical providers will work with Victoria Police and Ambulance Victoria pre-events to advise of the event's details plus for any escalated incidents before, during and after the events.

This copied document to be made available for the sole purpose of enabling its consideration and review as part of a planning process under the Planning and Environment Act 1987. The document must not be used for any purpose which may breach any copyright.

Please note, supplier may change throughout the series, depending on availability, however service provision will follow approved plans.

See copy of Medical Management Plan at 14.6

9. SECURITY MANAGEMENT

Untitled Group has engaged [NSA Security](#) to provide Security + Crowd Management Services. A detailed Security Plan has been developed with our Security + Risk teams, as well as consultation with Maribyrnong City Council, Victoria Police and DECCA.

The objectives of the Security Management Plan are to:

- Protect the site/venue and its surrounding areas
- Protect the patrons entering and exiting the event site responsibly and respectfully
- To direct, guide and inform the general public on event specifics
- Ensure there is a level of control adequate to deter or prevent social nuisance
- Assist authorities with the enforcement of the law
- Stop prohibited items from entering the events
- Manage crowd access and exit procedures
- Recognise crowd conditions
- Respond to incidents and disturbances and work with the Medical team with any incidents
- Provide detailed planning and reporting systems
- Provide adequate security to enforce all liquor licensing laws
- Generally provide a helpful and professional service to event patrons

General Security behaviour and appearance:

- Guards must be licensed security guards, in identifiable uniforms and capable of fulfilling their responsibility unencumbered
- Be completed unaffected by alcohol or substance
- Clearly understand their role and responsibilities and who they report to
- Become familiar with the layout of the site and with emergency and evacuation procedures, in order to answer any questions from event patrons
- Must not leave their posts unless given direction by their security commander
- Possess a calm demeanour and remain helpful and courteous to all event patrons
- Ability to communicate incidents or emergencies clearly + efficiently with command, Medical or Police

Locational Map and security roster to be discussed and determined between Events Management team, Security Management team and all security locations + start times can be provided upon request.

Please note, supplier may change throughout the series, depending on availability, however service provision will follow approved plans.

See copy of Security Management Plan at 14.2

10. NOISE MANAGEMENT

Untitled Group has engaged Rohan Barnes from Waveform Acoustics to develop our Noise Management Plan (NMP). Our NMP aims to mitigate any potential noise disturbances emitted from the events.

Please note, supplier may change throughout the series, depending on availability, however service provision will follow approved plans.

See copy of Noise Management Plan at 14.8

11. REINSTATEMENT + PROTECTION OF SITE

Untitled Group recognises the importance of protection of site during bump in, bump out and event live periods. The events team will ensure we are taking all reasonable steps to safeguard site surfaces when accepting deliveries, this is particularly important on grass areas, where the grounds can be soft. All care will be taken even on all surfaces to ensure impacts are minimised.

Untitled Group will ensure patrons and suppliers take care in the following particular areas

11.1. VENUE DAMAGE

- Damage to underground services: irrigation lines
- Damage to grass/dirt areas from vehicle & plant equipment traffic
- Damage to artwork/permanent monuments within the area
- Damage caused by impact of vehicle/plant equipment to any existing poles, lights, bollards, retaining walls or any other existing landscaping and/or infrastructure
- Damage to garden beds
- Damage to irrigation metal plates, power boxes and other amenities

11.2. ENVIRONMENTAL DAMAGE:

- Damage to trees lining the perimeter of the event site
- Excess waste within site & surrounding areas, garden beds etc
- Waste spillover onto pavement causing stains

Untitled Group understands the event will be responsible for repatriation of grounds on conclusion of the event.

This copied document to be made available for the sole purpose of enabling its consideration and review as part of a planning process under the Planning and Environment Act 1987. The document must not be used for any purpose which may breach any copyright

12. TRAFFIC MANAGEMENT

Untitled Group has engaged [Altus Traffic](#) to establish a detailed Traffic Management Plan (TMP) to deal with the increase in patronage to the area.

Untitled Group will work with Maribyrnong City Council, VicRoads and interested local stakeholders to ensure any potential impact to their businesses is at an absolute minimum.

Please note, supplier may change throughout the series, depending on availability, however service provision will follow approved plans.

See copy of Traffic Management Plan at 14.3

13. SMALL EVENT VARIATION

Small Events will be managed in accordance with the overarching controls and procedures outlined in this EMP, with operational resourcing and mitigation measures scaled proportionately to reflect the lower capacity and reduced event risk profile.

Unless otherwise required by permit conditions, regulatory authorities or an event-specific risk assessment, Small Events will typically operate with the following variations:

- **Site Infrastructure**
 - Reduced temporary infrastructure requirements (including fencing, barriers and crowd control infrastructure).
 - Reduced number of bar points, food vendors, amenities and operational zones.
 - Reduced requirement for high-density crowd control infrastructure.
- **Staffing and Event Operations**
 - Event staffing levels (including event management, operations and production staff) will be reduced proportionately.
 - Inductions and operational briefings will continue to occur prior to each event.
- **Security and Crowd Management**
 - Security staffing will be scaled proportionately to patron numbers and risk profile.
 - Security controls (bag checks, screening and patron monitoring) will remain in place where required.
 - External perimeter security and patrols (including offsite or surrounding reserve patrols) will generally not be required unless identified through event-specific risk assessment.
- **First Aid and Medical Services**
 - Medical and first aid resourcing will be scaled to reflect the event size, expected patron demographic and assessed risk profile.

This copied document to be made available for the sole purpose of enabling its consideration and review as part of a planning process under the Planning and Environment Act 1987. The document must not be used for any purpose which may breach any copyright

- Where required, first aid responders and treatment areas will be provided in accordance with the Medical Management Plan.
- **Traffic and Transport**
 - Small Events are not expected to generate the same traffic impacts as Major Events.
 - Road closures, traffic controllers and traffic management controls will be implemented only where required and appropriate to the event type and expected patronage.
 - Public transport notifications and supplementary services will only be requested where event capacity and timing warrants.
- **Noise Management**
 - Noise impacts for Small Events will generally be reduced due to lower patron numbers and reduced production requirements.
 - Noise management measures will continue to be implemented in accordance with the Noise Management Plan, with monitoring requirements scaled up and down to suit event type.
- **Stakeholder Communications**
 - Neighbour and stakeholder communications will continue to be undertaken for Small Events as required, with notification scope and frequency scaled to the expected impact of each event.

14. SUMMARY

Untitled Group are incredibly excited to be returning to The Woolstore. We want to ensure that we operate to the highest standards while maintaining the incredible experience for our patrons at the events that we are known for.

Untitled Group will continue to work with all stakeholders and emergency services, as well as our event contractors to ensure we are executing to the highest levels. All operational resourcing and mitigation measures will be implemented on an event-by-event basis and scaled proportionately to patron capacity, event type, and assessed risk profile.

15. APPENDIX

- 15.1. PUBLIC LIABILITY
- 15.2. SECURITY MANAGEMENT PLAN
- 15.3. TRAFFIC MANAGEMENT PLAN
- 15.4. GREEN TRAVEL PLAN - TRAFFIX GROUP
- 15.5. WASTE MANAGEMENT PLAN
- 15.6. MEDICAL MANAGEMENT PLAN
- 15.7. ALCOHOL MANAGEMENT PLAN
- 15.8. NOISE MANAGEMENT PLAN
- 15.9. SITE PLAN

This copied document to be made available for the sole purpose of enabling its consideration and review as part of a planning process under the Planning and Environment Act 1987. The document must not be used for any purpose which may breach any copyright