

# EVENT PLAN

SOMA MUSIC & ARTS FESTIVAL 2025

The logo for Soma Music & Arts, featuring the word "Soma" in a blue, elegant script font.

*Applicant: Soma Music & Arts Pty Ltd (ABN: 42 661 988 389)*

*Prepared for: Snowy Valleys Council*

MAY 2025

## DOCUMENT CONTROL

Revision	Date	Description/Notes	Prepared By
Version 1	11 Feb 2025	Original document	Tim Schmid Ben Scheffers
Version 2	1 May 2025	DA submission: <ul style="list-style-type: none"> <li>• Minor revisions to <i>procedures</i></li> <li>• <i>Adjustments to Helipad coordinates</i></li> <li>• <i>Added abbreviations table</i></li> <li>• <i>Added references table</i></li> <li>• <i>Added production contact</i></li> <li>• <i>Revised grammar</i></li> <li>• <i>Revised formatting inline with other plans</i></li> </ul>	Tim Schmid

## REFERENCES

The following references have been used to develop this plan, and as such this plan must be read and applied in accordance with them.

Reference	Reference Description
Soma (2025a)	<i>Soma Music &amp; Arts Festival 2025 - Site Plan version 2</i>
Soma (2025b)	<i>Soma Music &amp; Arts Festival 2025 - Emergency Management Plan version 1</i>
Soma (2025c)	<i>Soma Music &amp; Arts Festival 2025 - Statement of Environmental Effects version 1</i>
Soma (2025d)	<i>Soma Music &amp; Arts 2025 Festival - Risk Assessment version 2</i>
Soma (2025e)	<i>Soma Music &amp; Arts 2025 Festival - Bushfire Management Plan version 1</i>
AS2444 (2001)	<i>AS 2444 - Portable fire extinguishers and fire blankets - Selection and Location version 2001</i>

## ABBREVIATIONS

- APZ - Asset Protection Zone
- BYO - Bring your Own
- DA - Development Application
- ECC - Emergency Control Centre
- EOC - Event Operations Centre
- ERC - Emergency Response Coordinator
- OHS - Occupational Health and Safety
- PA - Public Address System
- PLI - Public Liability Insurance
- SEWS - Standard Emergency Warning System
- SWMS - Safe Work Method Statements
- SO - Safety Officer
- Soma - Soma Music & Arts Festival 2025

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## 1. EVENT DETAILS OVERVIEW

### 1.1 Overview

**Name:** Soma Music & Arts Festival (Soma)

**Date:** November 7th - November 10th 2025

**Attendance Numbers:** Up to 1100 people including patrons, staff, volunteers and performers

**Type:** Ticketed, 18 years+

### 1.2 Location

Table 1-1 Event Location

Location	Details		
Entry Address	3892 Snowy Mountains Hwy, Mount Adrah NSW 2729		
Event Entrance GPS Coordinates	<b>Type</b>	<b>Latitude</b>	<b>Longitude</b>
	DD	-35.2330	147.9139
	DMS	S 35° 13' 58.8"	E 147° 54' 49.9"
	Site Plan (Soma 2025a, Grid Reference A-2)		
Helipad Coordinates	<b>Type</b>	<b>Latitude</b>	<b>Longitude</b>
	DD	-35.2367	147.9251
	DMS	35° 14' 12.08" S	147° 55' 30.40" E
	Site Plan (Soma 2025a, Grid Reference K-6)		

### 1.3 Event Organiser Details

**Company Name:** Soma Music and Arts Pty Ltd

**ABN:** 42 661 988 389

**Company Address:** 66 Palace Street, Petersham, NSW 2049

**Website:** <https://www.soma-festival.com>

**Primary Contacts:**

- Event Manager - Ben Scheffers - ben@soma-festival.com – 0433 323 645
- Operations Manager - Tim Schmid - tim@soma-festival.com - 0498 999 161

## 1.4 Event Description

Soma is an intimate, community-driven music event set in the Australian bush, offering three days and nights of musical discovery, connection, and artistic expression. With a focus on inclusivity and exploration, Soma invites attendees on a transformative journey where music and nature intertwine.

The event features a carefully curated lineup of local, interstate, and international DJs, live acts, and bands. Spanning genres such as house, downtempo, pop, post-punk, experimental, and ambient. Soma provides a platform for emerging and established artists to push the boundaries of genre and creativity.

Founded by a passionate team with experience in renowned festivals like Secret Garden, Inner Varnika, and Soft Centre, Soma is committed to delivering a high-quality, safe, and well-organized event that enriches the cultural landscape.

Soma is guided by three core goals:

- To foster connections among audiences from across Australia, particularly from Victoria, New South Wales, Canberra, and local regional communities, creating a shared cultural experience.
- To provide a platform for local, diverse, and emerging artists, exposing audiences to new musical genres and broadening artistic appreciation.
- To celebrate and respect the Australian bush, offering a distinctive environment where music and art can be experienced in harmony with nature.

Strategically located between Sydney, Melbourne, and Canberra, Soma attracts a diverse audience while maintaining an intimate and welcoming atmosphere. The event prioritises sustainability, responsible land use, and community engagement.

Soma is more than a music event—it is a gathering of creatives and curious spirits who share a love for music, nature, and meaningful connections. Through careful planning, thoughtful execution, and a deep respect for the land and its people, Soma seeks to not only create a world-class event but to leave a lasting, positive imprint on the region.

## 1.5 Audience Profile

Based on a review of ticket sales from previous events, we can determine that the majority of attendees at Soma are likely to be between the ages of 25 and 34. The primary methods of promoting the event will rely on our established connections with individuals who have attended our events or related events in the past.

Drawing from our past audience, we anticipate that most attendees will come from tight-knit music communities that regularly participate in listening-based music experiences. These include ambient music, live band performances, and dance music events featuring house music. At such events, there is a strong expectation for attendees to act responsibly and safely, fostering a sense of community and mutual care.

The music at Soma will range from live band performances spanning dream pop to alternative rock, alongside live acts and DJs playing ambient, house, and downtempo music. These performances are closely aligned with the tastes and culture of the described music communities.

Additionally, the target audience primarily consists of experienced campers, familiar with both event-based and general camping environments. Nevertheless, event organisers will ensure that all attendees receive essential information to help them prepare adequately.

Soma does not endorse or support the use of illicit substances; such items are strictly prohibited. However, we acknowledge the potential for both licit and illicit drug misuse. While this behaviour is not condoned, a range of harm minimisation measures will be in place to reduce potential risks. Further details on identified risks and mitigation strategies can be found in the EMP (*Soma 2025b, Section 5.4.4*).

Given our engagement with the target audience and their associated communities, we anticipate a low occurrence of antisocial behaviour. Nonetheless, a variety of measures will be implemented to prevent and effectively respond to any inappropriate behaviour that may arise.

## 1.6 Capacity

Soma will have up to 1100 people including patrons, staff, volunteers and performers attend throughout the weekend. We estimate a slow build of patrons entering the site on Friday getting to 500 by 6pm and 750 by the end of night. During Saturday we expect the remaining



patrons to arrive hitting our maximum capacity on Saturday afternoon. We expect a number of patrons will begin leaving on Sunday reducing our patrons onsite to an estimated number of 600. These crowd numbers allow:

- Efficient crowd control
- Adequate personal space per patron
- Adequate monitoring of patron behaviour
- Effective implementation of emergency and risk management procedure

## 1.7 Event Schedule

Table 1-1 Soma 2025 Phased Schedule across all stages including pre and post event operation.

Phased Schedule			
Phase	Work Type	People Onsite	Date Commence
Stage 1 Bump In	Site Preparation	6 staff, 0 patrons	9am Fri 31/10/25
Stage 2 Bump In	Event Build	30-35 staff, 0 patrons	9am Mon 03/11/25
Event Opening Time	Gates Open to Public	Up to 1100 staff, performers and patrons	12pm Fri 07/11/25
Event Closing Time	Entertainment Finishes	N/A	1am Mon 10/11/25
Event Clear of Public	Public offsite	N/A	5pm Mon 10/11/25
Stage 1 Bump Out	Event Packdown	20 staff, 0 patrons	11am Mon 10/11/25
Stage 2 Bump Out	Final Clean/offsite	6 staff, 0 patrons	1pm Thu 13/11/25

Table 1-2 Soma 2025 schedule when the event is operational and open to the public. The site will be accessible 24 hours for staff and emergency services.

In-Event Schedule				
Area	Friday 07/11	Saturday 08/11	Sunday 09/11	Monday 10/11
Ticketing Gate	12pm – 2am	8am – 8pm	Not operational	Not operational
Stage	4pm – 4am	11am – 5am	11am – 1am	Closed to public
Medical	TBC	TBC	TBC	TBC
Event Operations Centre	12pm - 12am	All hours	All hours	12am - 12pm
Info Tent	4pm - 4am	8am – 5am	8am – 1am	8am - 12pm
Vendors	12pm - 2am	7am - 2am	7am - 12am	7am - 12pm

A production, site and event runsheet will be developed closer to the event detailing specific timings of key event items pre and during the event. Examples of types of items are:

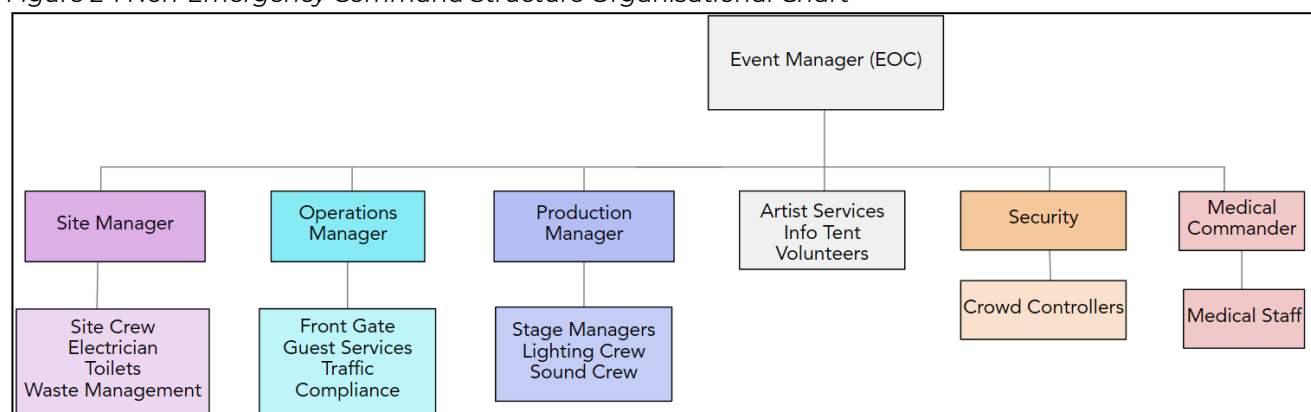
- Amenity and waste cleaning schedules
- Soundchecks and artist changeovers
- Staffing and volunteer rosters
- Walk-throughs and compliance checks
- Supplier arrivals and departures

## 2. ORGANISATIONAL STRUCTURE

The organisational chart below represents the flow of communication to assist in the running of the event. The day to day running of the event has a structure that consists of a rotating Event Manager located at Event Operations Centre (EOC) that oversees all other managers. Due to the small size of the event, the Event Manager could also assume the role of other managers in their absence.

In the event of an emergency, the Emergency Command Structure will be enforced. Refer to the EMP (*Soma 2025b*) for further information regarding emergency procedures.

Figure 2-1 Non-Emergency Command Structure Organisational Chart



### 2.1 Key Management Team

[Table 2-1](#) outlines the important individuals and their respective duties involved in organising and executing various aspects of the event such as artist programming, production, site layout, staffing, and other planning activities.

Table 2-1 Soma 2025 schedule when the event is operational and open to the public.

Role	Name	Description
Event Manager	Ben Scheffers	Overall management and artist programming/liaison
Site Manager & Safety Officer (SO)	TBC	Management of the event site. Ensuring site safety and compliance. Identifying risk and producing reports for improvements.

Operations Manager	Tim Schmid	Management of all aspects of the event including liaising with all security, fire, and medical stakeholders, and making operational decisions. ERC in the event of an emergency.
Production Managers	Blake Hull-Moody Oskar Wesley-Smith	Overseeing all audiovisual and staging aspects of the event.
Marketing, Sustainability and Volunteer Manager	Lauren Scheffers	Organising and managing volunteers across all departments.
Security Commander	TBC	Management of the security team and role of Chief Warden in the response to an emergency.
Medical Commander	Ryan Deale	Management of the Medical Centre and responsible for the event medical responses and patient care.

## 2.2 Event Personnel

The team on the ground will be made up of paid staff, contractors, suppliers and volunteers, both local and non-local. Where possible, the event will seek to have local contractors do the work required. All personnel will be inducted and managed by one of the Key Management Team as outlined in [Section 2.1](#).

## 2.3 Contractors

All contractors are under the direct management of the Event Manager, Production and or any of the managers as outlined above in [Section 2.1](#). All contractors will:

- Be inducted
- Provide SWMS and PLI where necessary

- Adhere to all site policies and rules
- Have specific tasks outlined prior to their arrival on site
- Respect and respond to any requests made by the event SO

### 3. OPERATIONAL INFRASTRUCTURE

#### 3.1 Event Operations Centre (EOC)

The EOC will be the central point for all communication related to the running and management of the event and will act as a site office. The EOC will operate and be staffed 24 hours throughout the event and will handle various tasks such as managing operations, distributing two-way radios, maintaining event logs, providing weather reports, and answering general event-related questions. Key managers and staff members will seek advice from the EOC regarding general site specifics to manage their own affairs. The EOC will be managed collectively by Event Managers.

All matters related to security, safety, policing, fire, and medical response will be coordinated through the EOC. Incidents will be logged, and appropriate measures will be taken. The Operations Manager will be responsible for these matters. In case of an emergency, the Operations Manager will be in charge of managing the event and its responses in consultation with emergency services.

The EOC will be equipped with:

- Communications Equipment including UHF Radio's, mobile phone's, and computer's with internet access).
- Documentation including site maps, contact lists, all event management plans, all permits and licences
- Emergency equipment including reflective vests and megaphones.
- Incident and event logs.
- Event backup materials and supplies.

#### 3.2 Emergency Control Centre (ECC)

On becoming aware of an emergency, the EOC will act as the Emergency Control Centre (ECC) and the Operations Manager will assume the role of the Emergency Response Coordinator (ERC). In the absence of the Operations Manager, a delegate Event Manager will assume this role. Refer to the EMP (*Soma 2025b*) for further information regarding emergency procedures.

### 3.3 Medical Centre

There will be a fully equipped medical centre operational throughout the event. Comprising a range of medical professionals, the centre will respond to, retrieve and provide patients with the treatment they require.

### 3.4 Information & Volunteer Centre

The Information Centre serves as a communication hub between event-goers and staff. Patrons can seek information about the event or report any concerns they may have. The centre acts as a mediator between the staff and the attendees.

The centre provides various general information, such as a site map that shows the event stage, amenities, bins, and camping areas, alongside programming schedules, waste management policies, weather alerts, and lost property collection and logging.

Additionally, the centre also functions as a registration and information point for individuals who are volunteering at the event.

## 3.5 Communications

### 3.5.1 2-Way Digital Radio

Internal event communications will operate through 2 way digital radios. The radios will be programmed with private frequencies through a private company, ensuring no external interference. [Table 3-1](#) outlines the proposed designated radio channels.

If required, the internal 2-way radio system will have UHF and Digital Duplex Repeaters ensuring the entire site receives coverage. This is critical in efficient running of both the event and any emergency response.

*Table 3-1 Proposed Radio Channels for Soma 2025.*

Channel	Department	Purpose
1	Operations (ECC)	Filtered calls for safety, security, and medical. Each stakeholder will have their own communication channel.
2	Event (EOC)	Main event channel used for info/volunteer centre, artist liaison, guest services, ticketing and traffic.
3	Site & Production	For the building and running of logistics and infrastructure including waste as well as use of PA, lighting and staging crews
4	Security	Internal security comms for security contractors
5	Spare	Extra, in case another channel needs to be split due to load.
6	Chat	General discussion that may take up air space

The medical team will be using their own internal communications, however the commander will have a 2 way radio to enable communication with the EOC (or activated ECC).



### 3.5.2 Internet

Internet access will be restricted to event staff with limited availability. However, a strengthened signal will enable coverage in the EOC (or activated ECC). Access to the internet will facilitate the smooth execution of the event by providing live weather updates, alerts, supplier information, and internal communication among staff.

### 3.5.3 External Communications

The EOC and ECC will be equipped with a mobile phone. This phone and corresponding phone number will be given to all stakeholders and nearby landowners in case they require speaking to event management. The mobile phone will also be able to be used to contact external stakeholders in the event of an emergency.

### 3.5.4 Public Address System (Emergencies)

The Production Manager has access to an emergency broadcast channel via the main stage PA, which can be used to quickly disseminate a message to the public if necessary. In the event of an emergency, a SEWS warning will first be sounded from each stage before any emergency message is broadcasted over the public address system. If necessary certain speakers will be repositioned to enable a wider and more effective distribution of the sound and message.

Megaphones will be available at the event to ensure that the messaging conveyed in the Entertainment Area is also received by the far campgrounds. Refer to the EMP (*Soma 2025b, Section 6*) for further information regarding emergency procedures.

## 4. SITE INFRASTRUCTURE

For exact locations of infrastructure please refer to the *Soma Site Map (Soma 2025a)*.

### 4.1 Amenities

The venue will be equipped with a number of individual toilets, which will include wheelchair accessible options, and will be serviced by a supplier. These toilets will be located between the event area and camping sites, and each unit will feature hand basin washing facilities and lighting. It is anticipated that 1 single toilet unit would be provided for every 55 patrons. There will be 1 wheel-chair accessible uni-sex toilet provided as well. Each toilet will be fitted with a hand wash basin.

Dedicated event staff will follow a roster to perform regular maintenance and cleaning to ensure that the toilets are kept at a high standard throughout the event. Patrons can report any issues with amenities at the information centre, and the appropriate staff will address the concerns promptly.

### 4.2 Drinking Water

There will be a free potable drinking water station situated between the event area and the camping areas. This water will be delivered by a supplier and stored in dedicated sanitary water tanks.

### 4.3 Electricity and Power

The event will rely on stand-alone electrical generators to distribute power throughout the site. These generators are self-contained and operate using diesel fuel. In case of a generator failure, a backup generator will be on standby.

A qualified electrician will oversee the electrical components to ensure compliance with industry standards. All electrical equipment will be properly installed, tagged, tested, and maintained. The generators will be situated in an area inaccessible to patrons and will be secured with temporary fencing. Adequate protection will be provided for any electrical equipment exposed to the elements.

#### 4.4 Waste Management

The event team is committed to the environment and aims to minimise and appropriately manage waste generated from the event. To achieve this, a "leave no trace" policy will be implemented, with regular reminders to all patrons through social media and signage during the event.

Multiple waste bin stations will be set up throughout the event grounds, including at high-traffic areas and campsites. These bins will be sorted into various predetermined waste streams.

A dedicated waste plant, which is not accessible to the public, will be established at the event. Trained event staff and volunteers will sort and separate the waste in preparation for its removal from the site.

Refer to the Statement of Environmental Effects (*Soma 2025c, Section 3.6*) for a full waste management plan.

#### 4.5 Camping & Parking

The campgrounds will be clearly marked out to provide patrons with ample space and easy access to all amenities. Parking will be separated from the camping areas to ensure maximum safety and accessibility. Designated parking areas will be managed by staff and volunteers, with appropriate signage to clearly distinguish the camping and parking areas.

Waste stations will be located within the campgrounds to encourage patrons to dispose of their waste properly into the correct streams. Amenity blocks and potable drinking water will also be nearby and clearly visible and accessible. These blocks will be lit at night with functional lighting.

To promote safety, a total ban will be imposed on portable generators, gas stoves, lanterns, candles, and any equipment that produces an open flame. More information can be found in [Section 10.4 - Prohibited Items](#).

#### 4.7 Signage

Adequate signage will be installed throughout the event to promote positive behaviour among patrons, including respect for the environment and each other. High visibility traffic

signs will also be installed to guide visitors entering the premises and to highlight the conditions of entry. All emergency stakeholders will be consulted to ensure that appropriate signage is in place to convey positive messaging throughout the event.

#### 4.8 Food & Drink Vendors

Every food vendor must possess a valid registration under the applicable food act. It is the responsibility of each trader to adhere to safety regulations, such as appropriate washing-up practices, gas storage, food storage, and food hygiene requirements.

All food traders will be checked by our event team which will have a checklist of requirements and compliance. Each Vendor will be equipped with a dry chemical fire extinguisher and a fire blanket as per Australian standards (*AS2444 2001*). Any trader that does not comply and or is not at a standard for safe practice will not be opening. Some checklist requirements include:

- Gas Storage (LPG) compliant
- Approval from council to sell food
- Current food registration
- Correct storage facilities
- Waste management

The Operations Manager will ensure entry, positioning and trading times are all managed correctly.

Soma welcomes and highly encourages applications from local food vendors.

There will be no sale of alcohol at Soma.

#### 4.9 Marquees and Temporary Structures

Any temporary structures will follow requirements via council DA approval. A custom built temporary stage will be erected. Various peg and pole marquees and stretch tents will be used for event operations.

## 5. COMPLIANCE AND LICENSING

### 5.1 Public Liability

Soma will obtain a PLI policy before the commencement of the event to provide cover for claims in the event of incidences. The policy will indemnify the property owner against any claims relevant to the operation of the event, otherwise than in cases of negligence by parties without association with the event or its representatives.

### 5.2 Local Government Approval

The event is currently in the process of seeking appropriate approval in accordance with the Snow Valleys Council. If approved the following document will be updated to reference the relevant development consent and compliances.

### 5.3 Compliance

The Event Manager and Operations Manager will be responsible for ensuring that all OHS regulations are met, in accordance with federal, state and local laws. This may include the management of noise, traffic, general OHS, risk, waste and patron safety.

#### 5.3.1 Site OHS

Soma prioritises the safety of its workers and the environment. All employees, contractors, volunteers, and suppliers will receive site induction to ensure they understand and follow safety policies.

To identify and mitigate risks, a thorough risk assessment has been conducted during the planning phase, this assessment will be revisited just before the event. Refer to the Soma Risk Assessment (*Soma 2025d*) for further details.

Prior to commencing any work on-site, suppliers will provide SWMS to event staff.

#### 5.3.2 Site Preparation and Planning

All site preparation and work will be carried out in compliance with the identified risks and hazards, with the involvement of all emergency service stakeholders and the property owner whenever required. Some of the activities that may be involved in this preparation include:

- Setting up appropriate fencing and gates
- Creating fire breaks
- Management of internal roads
- Grazing and slashing of grassland prior to the event
- The management of fuels within the event site will take place, ensuring Asset Protection Zones are maintained at the appropriate level, which will include all emergency assembly areas, camping areas and parking lots
- Dead branches will be removed prior to the event to minimise risk of branch falls

## 6. COMMUNITY ENGAGEMENT AND RESPONSIBILITY

The event team aims to cultivate a sustainable and positive relationship with Snow Valleys Council and the local residents. Soma acknowledges the significance of fostering amicable connections with neighbouring property owners, to create a cooperative event that does not adversely affect the community.

### 6.1 Communication & Responsibility

Open communication will be provided by the key management team to address any potential concerns of residents or to provide them with additional information about the event.

The event team acknowledges the impact of the event on the community's way of life and takes its responsibility seriously. To address this, a sound management plan will be formulated, with the aim of being responsive to the concerns of community members.

### 6.2 Supporting Local Business

The event aims to bring economic benefit to the local community.

The event team will prioritise engaging local suppliers and contractors to meet the event's requirements whenever feasible. This may involve hiring businesses or contractors that offer site infrastructure, machinery, plumbing, waste management, tools, and food services within the area.

### 6.3 Patron Ancillary Spending

The event's location has been chosen with the intention of promoting local economic activity, as we encourage event attendees to spend money in the surrounding area. This may involve purchasing general supplies, camping equipment, groceries, fuel, and more. To facilitate this, we will provide directions to encourage patrons to drive through nearby towns to collect any last-minute necessities.

Soma is expected to attract a diverse audience from both the local area and around Australia. By bringing visitors to a region that they may not have previously visited, we hope to generate interest and support for future tourism in the area.

## 7. ENVIRONMENT AND SUSTAINABILITY

The event team acknowledges the crucial importance of preserving the environment and is committed to reducing its environmental impact. We understand the delicate nature of rural landscapes and properties and their significance in the surrounding ecological context.

To this end, our Waste Management Plan will outline:

- Rubbish and recycling procedures
- Transportation methods
- Patron education
- Food waste management
- Site rehabilitation

Refer to the Statement of Environmental Effects (*Soma 2025c, Section 3.6*) for a full waste management plan.



## 8. TRAFFIC MANAGEMENT

Refer to the Soma Site Plan (*Soma 2025a*) for details of roads and gates as described in the proceeding sections.

Management of event traffic plays an important role in the operation of the event. The event identifies the following as key objectives:

- Ensuring the safe separation of event patrons, staff and performers from traffic onsite
- Managing the capacity of the local road system and reducing congestion
- Minimising the traffic impact on the local community
- Ensuring emergency services have access to all areas of the Event
- Reducing accident risk on public roads

A team of staff will manage all internal traffic which commences from the property boundary. Key areas and situations that require internal traffic management are:

- Front Gate Processing and Queuing
- Campgrounds
- Emergency Access Roads
- Car Parking
- Emergency Protocols (Access and Egress)
- Patron Egress
- General Road Safety

## 8.1 Car Parking and Campgrounds

The event team will be responsible for managing the internal roads that lead to the designated parking areas. Once parked, patrons will be directed to a short walk to set up their camps. Event staff and volunteers will ensure vehicles are parked tightly to maximise space, traffic flow, and safety. A speed limit of 5 km/h will be signposted on all roads within the event site to promote safety. Additionally, no vehicles belonging to patrons will be allowed past the parking area into the main campground areas. Extra overflow parking will be dedicated as a contingency if the main car park area fills up.

There is ample parking available on the event site, and patrons will not be permitted to walk onto the site. They must arrive by being dropped off or by parking on the property itself. This will prevent vehicles from being parked in the surrounding area, thus mitigating any disruption to the community.

## 8.2 Emergency Access Roads and Egress

There will be a 2 lane road through the event space, to ensure emergency access where required. Between the end of the car park and the remaining space on the property the only vehicles that will be using the road would be for staff and suppliers.

In the event of an emergency, event staff will activate the emergency response road procedure, which will involve restricting road access for emergency vehicles only. This will ensure access to the desired location is clear.

## 8.3 Patron Departure

Event staff will be in key positions, alongside roaming and visible staff, to ensure smooth traffic flow out of the venue. If there are any circumstances of car breakdowns, or congestion these will be addressed with an additional traffic lane able to be used where needed.

## 9. ACCESSIBILITY

The event organisers have taken measures to make the camping area accessible for wheelchair users. A unisex disabled access toilet will be provided in a convenient location between the camping and event areas. The majority of paths, walkways, egress and entry points have been designed to allow for wheelchair access - however the event is held on bush land so paths and land can be uneven in places.

There will be dedicated disability parking close to the main stage for patrons who require easy access to the event. From this carpark they will be able to access all event facilities with ease.

## 10. PATRON & STAFF SAFETY

### 10.1 Medical Response

The event will have a fully equipped medical centre operational throughout the event. Consisting of a range of medical professionals, this centre will respond, retrieve and give patients the treatment they require.

### 10.2 Security Response

The event will have a fully equipped security team operational throughout the duration of the event, to manage incidents relating to crowd control and patron safety.

### 10.3 Fire Response

Pre-event suitable measures, such as maintaining fire breaks, will be taken to mitigate the risk of fire. All fire incidents during the event will be directed via the EOC. Multiple fire-extinguishers will be placed in areas with fire risk. Weather and bushfire warnings will be monitored at regular intervals before and during the event and logged at the EOC. If needed further response to any fires will be dealt with by calling Rural Fire Service (RFS) via 000.

Refer to the Bushfire Management Plan (*Soma 2025e*) for further information.

### 10.4 Prohibited Items

To ensure safety, Soma prohibits the following items from being brought into the event by patrons:

- Glass items such as bottles (beer, wine, champagne) and jars
- Weapons or any other item that security deems as dangerous
- Commercial video cameras and drones
- Gas-related items such as bottles, hot cooking equipment (BBQs, camp stoves), nitrous bulbs & equipment, gas lanterns, and soda water makers
- Generators
- Illicit substances
- Animals, except as permitted by legislation.

Any found contraband will be confiscated by event staff.

### 10.5 Alcohol and Drug Policies

The safety and well-being of patrons at Soma are of utmost importance. Engaging in excessive alcohol consumption and drug use can result in anti-social behaviour and health hazards. Soma explicitly disapproves of and discourages the use of illicit substances during its event. The event is planned to be BYO regarding alcohol, and there will be no alcohol sales on-site.

Soma will collaborate with internal security, medical management, and relevant external stakeholders to minimise the risks associated with alcohol and drug consumption.

### 10.6 Functional Lighting

To ensure the safety of both patrons and staff and minimise the risk of injuries, all areas of the event site will be appropriately illuminated throughout the event. Various lighting options, such as day-makers, festooning, and par cans, will be used to achieve this.

The evening before the event, staff will conduct a walkthrough of the site and identify any areas that are deemed to be unsafe. Any identified areas will be addressed promptly before the commencement of the event

## 11. MEDIA

### 11.1 Promotion

The event organisers have operated and worked across a number of well respected events and brands. Our key approaches will include:

- Facebook; through a brand page, and event page, facebook is a valuable platform to engage with potential attendees, and encourage them to invite their other friends.
- Instagram; allowing information to be shared in quick bite sized forms, the platform has become the primary way to engage with the younger generations. Further to this, artists are able to easily share and pass on announcements and promotional material to their fans and followers.
- Public Radio; utilising connections we have to a number of radio hosts, we will advertise through these channels to reach high numbers of those engaged with music and arts throughout NSW and Australia, this will primarily include JJJ Radio (National), FBi Radio 94.5 (Sydney), 2XX 98.3FM (Canberra) and PBS 106.7FM. (Victoria).

### 11.2 Media Management

Our Marketing Manager will lead the staff in preparing to handle a range of circumstances in the lead up to and during the event, providing appropriate messaging in response to any queries or addressing any circumstances that require it.

#### 11.2.1 Positive Media Responses

In the lead up to the event, marketing and promotion will be conducted through the aforementioned channels. Throughout the event, updates and images will be posted, providing a snapshot to the wider community of what the event entails.

#### 11.2.2 Negative Media Responses

At certain times during the event, there may be a need for a media response to address certain issues or circumstances. The Marketing Manager will work with the Event Manager and emergency stakeholders, where necessary, to ensure the correct message is communicated.

## 12. CONTACTS LIST

**\*Please note these lists will grow closer to the Event.**

*Table 12-1 Soma 2025 Engaged Contacts*

Name	Role	Email	Ph.#
Ben Scheffers	Event Manager	ben@soma-festival.com	0433 323 645
Tim Schmid	Operations Manager & Event Emergency Response Coordinator	tim@soma-festival.com	0498 999 161
TBC	Site Manager & Safety Officer	TBC	TBC
Lauren Scheffers	Marketing, Sustainability and Volunteer Manager	lauren@soma-festival.com	0435 338 364
Blake Hull-Moody	Production Manager	blake@soma-festival.com	0403 059 316
Oskar Wesley-Smith	Production Manager	oskar@soma-festival.com	0411 476806
Simon Vaughn	Land Owner	simonvaughan426@hotmail.com	0439 072 490
Ryan Deale	Medical Commander	ryan@getfirstaid.net.au	0477 711 811
TBC	Security Manager	TBC	TBC