

## 730-680 Event Management Law

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| <b>Credit Points:</b>                    | 12.500   |
| <b>Level:</b>                            | Graduate/Postgraduate  |
| <b>Dates &amp; Locations:</b>            | 2008,<br>This subject commences in the following study period/s:<br>Semester 1, - Taught on campus.  |
| <b>Time Commitment:</b>                  | Contact Hours: 24 - 26 contact hours per subject. Total Time Commitment: The time commitment for this subject depends on the candidate's background and experience.  |
| <b>Prerequisites:</b>                    | N.A.   |
| <b>Corequisites:</b>                     | N.A.   |
| <b>Recommended Background Knowledge:</b> | None   |
| <b>Non Allowed Subjects:</b>             | None   |
| <b>Core Participation Requirements:</b>  | N.A.   |
| <b>Coordinator:</b>                      | Ms Eugenie Buckley, Ms Lydia Dowse   |
| <b>Subject Overview:</b>                 | <p><b>Objectives:</b></p> <p>A candidate who has successfully completed the subject should:</p> <ul style="list-style-type: none"> <li># Possess a general knowledge of the nature of event management in Australia and internationally</li> <li># Understand the role of the event owner, host organisation, promoter and government in procuring and staging major events in Australia</li> <li># Understand the legal structure for, and laws relating to, event management in Australia</li> <li># Be able to engage in informed debate over the sufficiency of those laws to serve the interests of key stakeholders.</li> </ul> <p><b>Syllabus:</b></p> <p>Principal topics will include the legal aspects of:</p> <ul style="list-style-type: none"> <li># Event ownership</li> <li># Event procurement, including bidding processes and government support</li> <li># Role of host organisations and promoters</li> <li># Commercial arrangements, including broadcasting, sponsorship, corporate hospitality and merchandising</li> <li># Venue hire</li> <li># Role of Federal and State governments, including special purpose legislation, policing and security, traffic and transport, public health, and business and tourism development programs</li> <li># Ticketing and accreditation, including sale and distribution methods, and terms and conditions</li> <li># Brand protection and anti-infringement strategies</li> <li># Risk and incident management.</li> </ul> |
| <b>Assessment:</b>                       | Research paper 10,000 words (100%) (10 July) (topic approved by the subject coordinator)   |
| <b>Prescribed Texts:</b>                 | Core subject materials will be provided free of charge to all students. Some subjects require further texts to be purchased. Please visit the subject homepage on the Melbourne Law Masters website by following the link at the bottom of this subject entry.   |
| <b>Breadth Options:</b>                  | This subject is not available as a breadth subject.  |

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| <b>Fees Information:</b>             | Subject EFTSL, Level, Discipline & Census Date, <a href="http://enrolment.unimelb.edu.au/fees">http://enrolment.unimelb.edu.au/fees</a>   |
| <b>Generic Skills:</b>               | Please see the Subject Objectives for this information.   |
| <b>Links to further information:</b> | For the latest information on this subject, please visit: <a href="http://www.masters.law.unimelb.edu.au/subject/730680">http://www.masters.law.unimelb.edu.au/subject/730680</a> |