

# LAWS70065 Event Management Law

<b>Credit Points:</b>	12.50
<b>Level:</b>	7 (Graduate/Postgraduate)
<b>Dates &amp; Locations:</b>	2014, Parkville This subject commences in the following study period/s: March, Parkville - Taught on campus.
<b>Time Commitment:</b>	Contact Hours: The total class time is between 24 and 26 hours. Total Time Commitment: Not available
<b>Prerequisites:</b>	None
<b>Corequisites:</b>	None
<b>Recommended Background Knowledge:</b>	Applicants without legal qualifications should note that subjects are offered in the discipline of law at an advanced graduate level. While every effort will be made to meet the needs of students trained in other fields, concessions will not be made in the general level of instruction or assessment. Most subjects assume the knowledge usually acquired in a degree in law (LLB, JD or equivalent). Applicants should note that admission to some subjects in the Melbourne Law Masters will be dependent upon the individual applicant's educational background and professional experience.
<b>Non Allowed Subjects:</b>	None
<b>Core Participation Requirements:</b>	The Melbourne Law Masters welcomes applications from students with disabilities. The inherent academic requirements for study in the Melbourne Law Masters are: The ability to attend a minimum of 75% of classes and actively engage in the analysis and critique of complex materials and debate; The ability to read, analyse and comprehend complex written legal materials and complex interdisciplinary materials; The ability to clearly and independently communicate in writing a knowledge and application of legal principles and interdisciplinary materials and to critically evaluate these; The ability to clearly and independently communicate orally a knowledge and application of legal principles and interdisciplinary materials and critically evaluate these; The ability to work independently and as a part of a group; The ability to present orally and in writing legal analysis to a professional standard. Students who feel their disability will inhibit them from meeting these inherent academic requirements are encouraged to contact the Disability Liaison Unit: <a href="http://www.services.unimelb.edu.au/disability/">www.services.unimelb.edu.au/disability/</a>
<b>Coordinator:</b>	Mr Lloyd Freeburn
<b>Contact:</b>	For more information, contact the Melbourne Law Masters office. Email: <a href="mailto:law-masters@unimelb.edu.au">law-masters@unimelb.edu.au</a> ( <a href="mailto:law-masters@unimelb.edu.au">mailto:law-masters@unimelb.edu.au</a> ) Phone: +61 3 8344 6190 Website: <a href="http://www.law.unimelb.edu.au/masters">www.law.unimelb.edu.au/masters</a> ( <a href="http://www.law.unimelb.edu.au/masters">http://www.law.unimelb.edu.au/masters</a> )
<b>Subject Overview:</b>	Bidding for and managing major events have become a significant part of the sporting and cultural scene in Australia and internationally, attracting the interest of governments and major businesses. Australia, and Melbourne in particular, are recognised for their leadership in this growing segment of the entertainment industry, with Melbourne repeatedly winning the title of the world's 'Ultimate Sports City'. This subject provides students with an applied approach to the legal aspects of staging major events from beginning to end. The three lecturers work in the industry and bring to the subject strong practical experience of bidding for events, providing the necessary physical and legal infrastructure and dealing with operational issues.  Principal topics will include the legal aspects of: <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> </ul>

	<ul style="list-style-type: none"> <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>Learning Outcomes:</b>	<p>A student who has successfully completed this 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>
<b>Assessment:</b>	10,000 word research paper (100%) (28 May) on a 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. Details regarding any prescribed texts will be provided prior to the commencement of the subject.
<b>Breadth Options:</b>	This subject is not available as a breadth subject.
<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>Links to further information:</b>	<a href="http://www.law.unimelb.edu.au/subject/LAWS70065/2014">www.law.unimelb.edu.au/subject/LAWS70065/2014</a>