



Community Events Information Kit

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Shoalhaven City Council

– *Supporting Events for the City*

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The information provided in the 'Community Events Information Kit' has been developed courtesy of the Shoalhaven City Council's Event Management Service in order to help outline and guide event organisers through some important factors that need to be considered when staging event(s) in the City of Shoalhaven.

Disclaimer –

This document is intended to provide general advice.

The Author and its contributors can accept no responsibility for any inaccuracies or omissions.

Organisers of events should always take their own appropriate advice and have full responsibility for all their undertakings.

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Event Contacts

Events Liaison Officer	4429 3541
Events Manager.....	4429 3561

Shoalhaven City Council Contacts –

Tourism	4429 3248
Insurance	4429 3564
Occupational Health and Safety	4429 3521
City Services	4429 3362
Development and Environmental Services	4429 2312
Environmental Health	4429 3431
Traffic Management	4429 3419
Media Manager	4429 3595
Arts Services Manager	4429 3460
Parks Booking Officer	4429 3339
Community Halls and Facilities Bookings	4429 3463
Bomaderry Workshop & Stores Department.....	4429 3761

External Contacts –

NSW Police .	
Nowra	4421 9699
Ulladulla	4454 2542
Huskisson	4454 2542
RTA	4421 9605
NSW Maritime	4421 4880
Shoalhaven District Memorial Hospital	4421 3111
Ambulance Service	13 1233
St. John Ambulance	1300 360 455
WorkCover	4428 6700
Bureau of Meteorology	1900 926 102
Australian Bureau of Statistics	9268 4111

Office of Protocol and Special Events NSW

	www.events.nsw.gov.au	02 8114 2400
Events NSW	www.eventsnsw.com.au/	02 9947 9752

Media Contacts -

Radio 2UUU	4422 1045
Power 94.9 FM.....	4423 0055
Radio 2ST	4423 0055
South Coast Register	4421 2999
Milton Ulladulla Times	4455 1244
WIN Television	4423 4199
Southern Cross TEN	4274 1000
Prime Television	4272 2777

Grants

Shoalhaven Arts Board Grants	4429 3460
Shoalhaven Tourism Board Grants.....	4429 3241
Community Grants	4429 3446
Council's Donations Policy.....	4429 3268
Council's Tourism Sporting Events Policy.....	4429 3268
Events Shoalhaven Board	4429 3561

Arts NSW artsfunding@arts.nsw.gov.au or
 Freecall 1800 358 594 (NSW) or phone (02) 9228 5533

Festivals Funding..... www.arts.gov.au/arts/festivals_australia

Community Builders NSW

..... www2.communitybuilders.nsw.gov.au/funding/

Easy Grants www.ourcommunity.com.au

List of Council Managed Community Facilities, Halls & Parks

TOWN / VILLAGE	FACILITY	CONTACT	PHONE NO.
Northern Shoalhaven			
BERRY	School of Arts	Val McMahon	4464 1476 4422 1794
	Courthouse		4464 2246
	Showground		
BOMADERRY	Community Centre	Isabel Roberts	4421 7233
KANGAROO VALLEY	Hall	Jackie Lenz	4465 1272
NORTH NOWRA	Community Centre	Richard Shellabear	4423 5532
NOWRA	School of Arts	Arts Administration Officer	4422 0648
	Art Centre		
	Library Meeting Room	Circulation Desk	4429 3701
	Showground	Parks Operations Administration Officer	4429 3339
SHOALHAVEN HEADS	Community Centre	Jenny Edwards	4448 5965
Central Shoalhaven / Jervis Bay			
CALLALA BAY	Community Centre (Emmett St)	Barbara McGuiggan	4446 4036
	Public Hall (Boorawine St)	Jenny Smith	4446 4330
CALLALA BEACH	Community Hall	Kerry Edwards	0411 787 449
CULBURRA BEACH	Waratah Function Hall Banksia Meeting Hall	Tony Weston	4447 2976
EROWAL BAY	Public Hall	Community Facilities Officer	4429 3463
GREENWELL POINT	Public Hall	Laine Saunders	4447 0085
HUSKISSON	Community Centre	Jann Kalff	0487 469 032
ORIENT POINT	Community Centre (used as Pre-school)	Community Facilities Officer	4429 3463
SANCTUARY POINT	Community Centre	Bay & Basin Resource Centre	4443 9244
ST GEORGES BASIN	Community Centre	Pam Kerr	4443 4926
VINCENTIA	Public Hall	Community Facilities Officer	4429 3463
Southern Shoalhaven			
BURRILL LAKE	Public Hall	Del Auinger Peter Finnegan	4454 1295 4454 4354
CUDMIRRAH / BERRARA	Public Hall	Christine St John Robert St John	0412 251 839
KIOLOA / BAWLEY POINT	Community Centre	Carol Buckman	4457 1330
LAKE CONJOLA	Community Hall	Community Facilities Officer	4429 3463
MANYANA	Public Hall	Diana Guthrie	4456 1091
MILTON	Theatre		4455 3636 0418 672 747
ULLADULLA	Civic Centre	Visitors' Centre	4455 1269
Shoalhaven Reserves			
COUNCIL RESERVES		Parks Operations Administration Officer	4429 3339

Sport Leisure Listing

- [Skateboard Park, Ulladulla](#)
- [Marriott Park, Nowra](#)
- [Harry Sawkins Park, Nowra](#)
- [Greenwell Point](#)
- [White Sands Park, Huskisson](#)
- [Rotary Park, Ulladulla](#)
- [Apex Park Berry](#)
- [Mark Radium Park Berry](#)
- [Harry Sawkins Park Nowra](#)
- [Marriott Park Nowra](#)
- [South Nowra Rotary Park](#)
- [Wandandian Park](#)
- [Sussex Inlet Gateway Reserve](#)
- [Mick Ryan Reserve Milton](#)
- [Rotary Park Ulladulla](#)
- [Ulladulla Milton Lions Park Burrill Lake](#)
- [Abraham's Bosom Reserve](#)
- [Bangalee Reserve, North Nowra](#)
- [Ben's Walk, Nowra](#)
- [Swan Lake foreshore reserves](#)
- [Bomaderry Creek Bushland](#)
- [Curarong Lighthouse at Crookhaven Headland Reserve](#)
- [Lady Denman Heritage Complex Wetland Walk, Huskisson](#)
- [Hyams Beach](#)
- [Moona Moona Reserve, Huskisson](#)
- [Plantation Point, Vincentia](#)
- [Lake Conjola Foreshore Reserves](#)
- [Burrill Lake Foreshore Reserves](#)
- [Warden Head & North Head, Ulladulla](#)
- [Kioloa & Bawley Point foreshore reserves](#)
- [The Basin Walking Track](#)
- [The Grotto, North Nowra](#)
- [Bowerbird Walk, Cunjarong Point](#)
- [Markets at Berry Showground](#)

Council's Service Directories

Service Clubs and Seniors Directory 4429 3456
Aboriginal Services Directory 4429 3456
Children's Services Directory 4429 3456

Accommodation and Tourism Directory 1300 662 808
Accommodation Booking Services 1300 662 808

Arts and Artists Directory 4422 0648

Arts Centre Calendar of Exhibitions and
"What's On in the Arts" 4422 0648

Calendar of Events in the Shoalhaven 1300 662 808

Information is also available on Council's website
www.shoalhaven.nsw.gov.au

Part 1

Planning

– let's get down to work



Planning

– **let's get down to work**

Planning for a successful event, project or activity

Planning your program

When developing the program content for the event, always consider:

- the nature of the chosen location/venue;
- the time of the activity on the chosen site - peak or off peak;
- inclement weather options, particularly if the event is out of doors;
- facilities for the disabled, the aged and young families.

All of the proposed activities must be of high quality, unique and special for the guests and participants.

Consider all potential locations/venues for staging activities, and their potential to generate interest. For example, a church or a headland lighthouse may provide excellent and unusual concert venue or a quarry could be a spectacular setting for a pageant.

Once interest has been raised in the event, it can easily wane when the program of activities is perceived to be static, dull and boring. All aspects of the program must be well staged, coordinated, attractive and professional. *You must produce what you promise in the program.*

Another point to consider after your event is to reevaluate the content and always be flexible and open to new ideas. If an activity within the event is not generating the required interest, try looking for an alternative to bring the interest back.

Consider your audience

People make events successful. But no event is likely to succeed unless it meets certain basic criteria.

It must have a credible theme, capture interest and support, be conceived and planned with imagination and flair, and be well timed.

Objectives

Besides being informative and enjoyable, special events provide important economic, social and cultural benefits to the community. These activities may also increase community spirit and pride, while broadening the cultural and recreational resources of the locality.

At the outset, you need to identify what it is you are trying to achieve by staging the event.

Title

The title is the first point of contact with the event and one of the most important marketing tools contributing to the success of the event. The title should have impact and entice immediate interest. When developing a title for any event, think of the following aspects:

- the locale and what's in it that is different! (quarries, buildings, landscapes, personalities, or event corporate facilities like factories and warehouses)
- how these aspects can be used in developing the theme/title.

Community involvement

Community involvement is basic to the success of any event. The local community should be involved in developing the proposal and in organising the activity. That way they feel ownership of it.

It is important that the appropriate organisations be identified and the proposed event provides social and cultural benefits to the local community. It is also advisable to investigate what other activities elsewhere in the area are competing with your event and whether your proposal complements any of these. Joint promotion is often a valuable exercise.

Venue

The selection of the venue is vital to the success of the event. The venue can assist in marketing the activity and attracting interest if:

- it is an attraction in itself;
- it is easily accessible and transport is available to the site; and
- it offers something different.

There is a great variety of venues around, all you have to do is be adventurous and creative in your thoughts, for example, the 1996 Adelaide Festival created the Red Square from shipping containers placed on the Adelaide parade Ground. This provided a unique outdoor performance venue, with great success.

When selecting your venue, other aspects to consider include accessibility, amenities and car parking, as well as design factors like comfort, staging, lighting, air conditioning, food and beverage services, and acoustics/public address system. These physical aspects of the venue will greatly affect how your visitors feel when they leave. Match the overall program to the various selected sites/venues, establish what facilities will be used for what periods, and prepare detailed worksheets for the organisation and set-up of each venue.

Teamwork

You need to do a lot of very careful planning and organisation to ensure that any event succeeds to its fullest potential. It's something that needs more than one pair of hands – and more than one head – so you'll need to set up an effective organisation structure to make sure things go smoothly.

When selecting your committee try to match the right task with the right personality or experience. You will find that if the person feels comfortable and confident in their designated role, the tasks will be achieved within the allotted timeframe.

Management committee and sub-committees

Once the proposal to conduct the event has been accepted, people are needed to do the work and make it happen. You will need to establish an overall management or coordinating committee to be responsible for the total organisation of the event. That committee may choose to delegate some or all of its responsibilities to various sub-committees to undertake the detailed activity and organisation.

If the event has only modest aims and objectives, requiring little financial outlay, then it can be planned and carried out by an informally organised group of voluntary personnel.

When ambitious programs are planned, requiring substantial expenditure and extensive fundraising, the informal approach is not suitable. You need to be careful that individuals do not become personally liable for any financial obligations. No matter how your committee is structured, there must be some kind of registered and incorporated organisation that can operate bank accounts and do all the business that needs to be done.

You can incorporate yourselves as an incorporated association. You'll need to register your incorporated association.

If you don't want to create a permanent organisation with legal status for the event, you could find a local incorporated organisation (eg. Service Club) to be the host body.

Choose a co-ordinator

No matter how big or small your event is, you'll need to have one person who is the coordinator, manager or director. This doesn't mean that one person should have all the power to make every decision (they may not even have a vote on the committee), but they should be the central person to whom people outside the organisation can relate. It is important that this person's roles and responsibilities are clearly outlined, preferably in writing, from the outset.

The administration centre

Your administration centre might be your coordinator's living room, but if the event you're planning is more complex it helps to have an office set up somewhere. Perhaps a local business would be prepared to donate space and the use of their facilities. The administration centre should be equipped to handle all aspects of the event from ticket sales to information, messages, emergency matters, hospitality, product sales and a secretarial service. The provision of sufficient space will enhance the work environment for staff and volunteers and should be big enough to make administration easy.

All necessary equipment should be provided and be in good working order – it is very difficult to operate a successful event on borrowed and/or second hand equipment and furniture. It will also be necessary to

provide suitable storage for publicity and printed material and official papers.

It is important that the administration centre is well signposted so that it is easy to find for visitors and participants.

Volunteers – hands up!

If you can't afford paid staff, much of the work for your event will have to be done by volunteers – both members of the committee and others.

You need to look after these people and not expect them to work as slaves for little or no reward. Their reward may be the satisfaction of achieving success in something they haven't done before or it may be in the friends they make while they're on the job. Try to think about what other rewards you can offer, such as free tickets to events or free T-shirts, invitations to social occasions or a little bit of fame in the press or your printed programs.

Most volunteers will be happiest with a specific task to do. If they're not being appreciated or don't feel useful, their enthusiasm will quickly cool.

It's also important that you don't overwork volunteers (unless they really ask for it!) and you can't expect the same level of commitment, as you would get from a paid staff member.

Financial Management

Sound financial management is another important aspect for the success of any event, and should be controlled by a separate finance sub-committee.

The finance committee should see that a cash-flow statement is prepared and monitored. It should take into consideration forecasts of attendances, proposed activity expenses, anticipated receipts and administration expenses, capital expenses and cash-flow when developing an overall budget for the event.

It should control and minimise expenses in the most effective way possible.

Proper accounting procedures must be followed and a qualified accountant should be consulted or engaged to develop an adequate accounting system. You can use this system to prepare meaningful financial statements as planning progresses after the event.

Ticket and admission fees may be a big proportion of event revenues and it is suggested that all people handling cash should be bonded. As a further security measure, the location should be adequately secured to prevent entry without appropriate tickets. Illegal entry greatly reduces the revenue for the organisation and can easily create a hostile reaction from those who have paid admission fees.

Sustainability

Consideration of how to reduce your event's environmental impact can best be achieved early in the planning stage. A sustainability event sub-committee may be useful for larger events to help ensure that simple sustainability steps and advice can be integrated across different event areas.

A Sustainable Event Management Plan can help to focus on efforts that make the most difference. This also provides a central reference that can be used by several other sub-committees and others to assist in implementing your event.

Some more information on sustainable events can be found in Part 5 of this kit.

Legal Requirements

Development Applications and Approvals are often needed for certain aspects of events such as:

- security arrangements;
- transport and parking issues;
- noise and lighting in public/private spaces;
- safe food handling;
- public liability insurance;
- road closures;
- use of any public areas;
- wet weather and cancellation insurance.

Seek advice from your local council on any of these matters.

Traffic Management

Both Council and the Roads & Traffic Authority have specific requirements in relation to the use, temporary closure and / or barricading of roads and / or where the event is likely to lead to an impact on public streets. Applicants should refer to the Roads & Traffic Authority 'Guide for Traffic & Transport Management for Special Events'.

Refer:

http://www.rta.nsw.gov.au/trafficinformation/downloads/tmc_specialevents_dl1.html?tid=24

Both Council and the Roads & Traffic Authority may have other conditions or requirements that the applicant should consider.

Council's requirements may include (but are not restricted to):

- The need for the applicant to obtain NSW Police Force consent and to comply with any conditions attached to this consent. Depending on the nature and scale of the proposed activity, the applicant may also need to obtain a licence for a Public Assembly. The applicant shall contact the NSW Police Force directly in the first instance to obtain NSW Police consent.
- If the proposed activity is to be held on or will impact State Forest / National Park land, Marine Park or Waterways the applicant will need to obtain the concurrence of the appropriate agency in the first instance.
- The need for the applicant to personally advise all residents/ shopkeepers who may be affected by the activity. The applicant shall address any concern expressed with respect of the proposed closure/ traffic disruption in the first instance.
- The need for the applicant to personally advise all bus operators, taxi companies and emergency service providers (including ambulance and fire fighting services) that may be affected by the activity.
- The need for the applicant to submit a Traffic Management Plan (including Traffic Control Plan and Pedestrian Management Control Plan) to Council for approval. All traffic/pedestrian control measures contained in the plan(s) are to be in accordance with Australian Standard AS1742.3 and current RTA Traffic Control at Worksites Manual. The plans must be prepared by a person that has undertaken the appropriate RTA training in preparation of the submitted Traffic Control Plans and the plan must show clearly the accreditation details of the person authorising the plan (with copy of RTA certification clearly showing the certificate number and details of the person, i.e. photograph and expiry date to be attached). The Traffic management plans (*including traffic and pedestrian control plans) are to be submitted to Council a minimum of three (3) weeks prior to the date of commencement of the event.

- All traffic control including the placement and removal of barricades and/or regulation of traffic is to be carried out by either Police or Traffic Controllers appropriately trained in accordance with the requirements of AS1742.3.
- The need for the applicant to provide access for residences and businesses contained within the affected area (including reasonable vehicular / pedestrian access). Such access is to be maintained at all times during the event.
- The need for the applicant to advertise any proposed temporary road closure and/or traffic disruption together with associated traffic management proposals. Such advertisement is to appear in the local area printed media a minimum of ten (10) days prior to the date of the event.

NOTE – All media advertisements of road closures, traffic disruptions and events, are the responsibility of the applicant.

- The applicant is to forward a letter to Council accepting all conditions. This letter is to be forwarded to council a minimum of three (3) weeks prior to the date of the commencement of the event.
- If the proposed event is to be held on public land, a permit will be sought from Shoalhaven City Council's Parks & Reserves or Tourism Units.

The Roads & Traffic Authority may require the applicant to apply for a Road Occupancy Licence (ROL) from the Authority for events that are to be held on or will impact upon a State Highway or Classified Road (see attached list), or is within 100 metres of a Classified Road or any traffic signals. The applicant must obtain the Road Occupancy Licence (ROL) from the Roads & Traffic Authority and must comply with all conditions of the ROL. A Road Occupancy Licence can be obtained from the Roads & Traffic Authority (Southern Region) – contact the Traffic Operations Unit on ph. (02) 4221 2460.

State Highways / Classified Roads

- State Highway No. 1 – Princes Highway – Full Length (State Highway)
- Main Road 261 (MR261) – Nowra / Moss Vale Road – Full Length (Main Road)
- Main Road 92 (MR92) – Braidwood / Nerriga Road – (Main Road)
NOTE – this includes Kalandar Street west from Princes Highway to Albatross Road, Albatross Road west from Kalandar Street to Braidwood Road, and Braidwood Road west from Albatross Road to the Endrick River Bridge (Shoalhaven LGA boundary)
- Main Road 293 (MR 293) – Bolong Road – (Main Road)
NOTE – this just includes that section of Bolong Road east from the Princes Highway (Bomaderry) to Shoalhaven Heads Road
- Main Road 312 (MR 312) – Jervis Bay Road to Huskisson Road – (Main Road)
NOTE – this just includes that section of Jervis Bay Road east from the Princes Highway (Falls Creek) to Huskisson Road

Part 2

Sponsorship

— a word from your sponsor



Sponsorship

– a word from your sponsor

Delivering value to a sponsor

When you're approaching potential sponsors for your event, it is important to remember that businesses don't hand out money unless they see benefit for themselves. That being said, many organisations are prepared to sponsor events they see as worthwhile, especially in their local communities.

You need to establish your credentials with potential sponsors and to show what your event can offer them.

What are sponsors looking for?

First of all, they are seeking exposure. This is a form of advertising, promoting their product, service or name on your printed material such as posters, programs leaflets and reports, or at the venues you are using, displays in theatre foyers, on outdoor stages, street banners and so on. Be prepared to tell potential sponsors what you can offer, such as how much space in what sort of publication, and how many copies you will be printing.

Sponsors may be interested in the market you are servicing and the kind of people who will be reading your material and attending your event. If your event is primarily aimed at a teenage audience, for example, you are more likely to find interest from companies selling jeans, music or flavoured milk than you are from one selling expensive cars, baby food or agricultural machinery.

Some sponsors don't see immediate sales as the primary objective of their sponsorship – they are more interested in the indirect benefits and association with an event or organisation through sponsorship can deliver to them. Some larger companies have funds for community affairs that are quite separate from their advertising budgets, and they use these funds for community projects so they can be seen to be putting something back into the community.

Other companies may be concerned about their image and want to associate themselves with a young, vital event or a wholesome family project because it enhances their image in the minds of their target markets.

Where an event is seen as a sustainable event you may also attract companies that want to be associated with being “green” – something that is becoming more popular in the corporate sector.

Different kinds of sponsorships

Sponsoring the entire event is not the only way of involving businesses in what you are doing. While sponsorship of the total event may be the easy way to go, it may not necessarily be attractive to companies because of the cost. Perhaps there is a particular part of the program that a business might put its name to.

Try to match the type of sponsorship to the style of company you're talking with. It might not even be an event that they sponsor, but a venue or a poster. A radio station, for instance, may be happy to sponsor a stage where rock performances take place, or a music shop might sponsor a poster advertising a series of free concerts.

Clearly identify components within the overall event that can be packaged for sponsorship, for example:

- a community event could offer a gala day on the local oval;
- an exhibition could offer major prizes for the official opening function;
- a convention offers several opportunities for sponsorship – speakers' expenses, lunches, dinners, tea breaks, information satchels.

Another kind of sponsorship is assistance 'in kind'. Make a list of the things you need, such as office space, a photocopier, computers, printing, typesetting, newspaper space or musical instruments. Approach companies who supply these things and ask them to become a sponsor by donating or lending their goods or services, or at least offering a substantial discount. To you, it's just as useful as cash, but it may be easier for them to organise. This can also work for sustainability. For example, consider asking local power companies if they can provide GreenPower as an in-kind sponsorship.

Finally, remember that not all sponsors have to be big companies with big money to spend. The companies that buy vast amounts of time on television or pour millions into sporting events may not be interested in anything smaller. If you can approach 50 local traders and ask them to donate \$100 each, you could soon have \$5000. All they may need for such an amount is a mention in your event program and, perhaps, a certificate of acknowledgment to hang on the wall of their shop.

If you are offering benefits that will, in themselves, cost you money, remember to budget for these or include them in sponsorship. There is no point in offering sponsors a big banner at the venue if the sponsor's money only covers the cost of the banner.

Other points to consider

It's good to work out ways to get your sponsors personally involved. If they're major sponsors, you may want to invite them onto your committee. If there's going to be a program launch, mayoral reception, special event or opening night, invite the sponsors and their staff. Send them information so they're kept in touch. Perhaps you can use their office or shop as a distribution point for event information.

Be careful when you are gathering sponsors not to create conflict by putting them side by side with their competitors. A soft drink manufacturer, for instance, will not be pleased to share the billing with a flavoured milk company. As they are probably competing in the same market, and they could feel that the advantage they are getting by sponsoring you is being undermined by the inclusion of their competition.

If you're talking to sponsors about their involvement, try to be as imaginative and flexible as you can.

They may prefer the idea of their name on a helium balloon (which they can pay for) floating over a park, rather than a printed acknowledgment, for instance. If you manage to get the local radio or television station to donate some airtime, you might be able to use some of it to mention your sponsors.

The sponsorship proposal

Remember that promotions and marketing managers are human beings with a job to do. Try to see things from their side, working out how you can help them to do their job. Be clear about what you have to offer, be clear about what you want, and make sure you get them feeling enthusiastic about your event.

After you've spoken to them, send them a written proposal with all the details spelt out. Present it well so it looks clear and professional, and make it brief because no one wants to wade through a pile of waffle.

The sponsorship proposal must clearly demonstrate that the company will receive tangible benefit from being associated with your event. Be careful that you don't promise what you can't deliver – be honest.

The document should include:

- the aims and objectives in holding the event;
- the defined target audience and how these match the company you are approaching;
- the proposed budget, including attendance projections;
- sponsorship components;
- benefits to the company.

Remember to say thank you

After the event, correspond with your sponsors and participants seeking feedback and evaluation. Also supply consolidated copies of publicity and promotional material featuring the company logo – in that way the company has tangible proof of your acknowledgment of their contribution. Publish an advertisement thanking all contributors, sponsors and participants in the event and the local community or employees – it's a good public relations exercise.

Sponsors are not there to provide charity, but if you can present them with a good proposal they can be part of a productive mutual support system.

Part 3

Publicity

— making the most of the media



Publicity

– making the most of the media

Organising publicity

People must know what, where and when things are happening if they are to fully participate and enjoy attending your event. You'll need to publicise the theme, key features and, if appropriate, social and recreational aspects of the event to arouse their enthusiasm.

Well in advance, schedule a list of publicity activities which steps up in pace as the event nears. This could include paid advertising, community service advertising, public relations activities and free coverage from the media. Make contact with the local media as early as possible in the planning process.

Whenever possible, identify one person as the media spokesperson and try to have one point of contact for media so they know who to reach for more information.

Advertising

The advantage of paid advertising is that you are in control. The message reaches its audience in the exact form you desire, and the precise time necessary to achieve maximum effect. With careful selection, you can reach almost any desired group of people (or target market) and you can reach a large audience quickly.

Newspaper advertisements also have the advantage that they can be organised very quickly if necessary – newspaper staff will usually typeset and design an advertisement for you. Graphics and a logo can be included in the advertisement.

A point to consider, however, is that advertisements can be expensive. If you can only afford small space advertising in newspapers or a limited schedule on television or radio your advertising may not have the exposure needed to make an impact on your target audience. If no-one notices your ad, the money you have spent will be wasted – you may be better off allocating your small budget to public relations in the hope of enticing media to ‘cover’ your announcement or event in a community service announcement or as a news story.

Producing a newspaper advertisement

Before writing an advertisement consider the following:

- Is newspaper advertising effective in your area? Do people read your local paper?
- Who is the advertisement aimed at, for example, the whole community, young people, business people or a particular language group?
- Where and when would it be best to advertise, for example, in a daily, regional, community or local newspaper.

Having decided that placing an advertisement is worth the expense, follow these steps:

1. Decide which paper(s) to use. Consider:

- Does the newspaper reach a particular audience? For example, if you want to reach young people from non-English speaking backgrounds which paper would they read?
- What is its circulation? Does it reach as many people in your target audience as possible?
- Is it free?
- What day is it published?

2. Decide where in the newspaper to place the advertisement.

Most newspapers have special sections devoted to entertainment, the arts, motoring, employment and so on. For example if your event is a car rally, perhaps the motoring section would be a good spot for your ad.

3. Book the advertisement

Ring the newspaper and check the price, size, and preferred position in the paper, publication date and copy deadline. Size and position will probably affect the price.

4. Write the copy

Keep your target audience in mind. Use positive, simple language and include all the important facts. Give only one contact number so as not to confuse the message.

The heading and/or opening sentence should grab the reader's attention.

The body of the advertisement should hold the reader's interest until the last word. A closing statement should stimulate immediate action: to go, to come, to ring.

5. Prepare layout and graphics

Make a rough sketch of how you would like the advertisement laid out. Indicate the positions of any graphics and/or logos.

Make the headline prominent.

6. Deliver the copy

Take or send your written text and the rough layout to the advertising representative of the newspaper. Brief him or her about your event logos and/or style guidelines and specify where in the newspaper you would like the advertisement to be placed. Always ask for a proof of the finished ad to check the accuracy of copy before it goes to print. If you are uncertain about any of these elements ask the advice of the advertising representative.

7. Monitor

When the newspaper is published, check that the advertisement requested is in the right place on the right day. Check that the wording is correct and that it has been produced as specified. Keep a copy of the advertisement in your clipping file for future reference.

8. Evaluate

Record the results of your advertising as a future guide. Note the date, newspaper and page where the advertisement was placed, together with the number of inquiries received as a result of it. This will help you determine its effectiveness and assist in future planning.

Making your advertising work

- ***The headline.*** Is the headline attention grabbing? Its purpose is to attract attention, create immediate interest and lead the reader into the text.
- ***The copy.*** Is the copy concise, clear and written in language that is easily understood and appealing to your target audience? Be direct and to the point. Avoid superlative, exaggerations, meandering style and bureaucratic language.
- ***Action.*** Does it have a central message that calls for action? For example, does it invite people to ring for more information or simply 'be there!'?
- ***Design.*** Does it look good? Crowding in too many words can destroy the effect of an advertisement.

- **Contact.** Does the advertisement make it easy for the reader to get more information?

Is the appropriate name, phone number and other relevant contact information included?

Radio advertising

If you want to run advertisements on radio, you can supply a simple script that will be recorded by one of the station's announcers. Generally speaking, if you are paying for a 30-second commercial, the script should contain no more than 75-80 words.

Another option is to provide a list of key points and let the station develop a script that suits the on-air style of the particular announcer.

If you are willing to pay a bit more to have your commercial produced, most radio stations will develop a script to your brief. Once you've approved the approach, they will go ahead and produce the commercial, which can then be broadcast over and over again. In this case, you may be able to include music, sound effects and multiple voices.

Another technique with radio advertising is to buy a longer commercial, maybe 60-seconds, and produce a 'mini-interview' where the station announcer talks to you or to another key figure involved in your event.

As with press advertising, it's important not to try to say too much in one commercial. It's difficult for people to remember more than one key idea and, unlike the newspaper, they don't have the advertisement sitting in front of them to refer to a second time.

If you really must have a phone number in a radio commercial, you'll need to say it more than once – and even then, don't be surprised if you don't get lots of calls. Internet addresses are much the same, unless yours is particularly easy to remember.

Television advertising

Television can be a very high-impact way of getting your message across because you can use both sound and images. However, big brand TV commercials are extremely expensive to produce.

If you think television is worth considering for your event, the best thing to do is talk to your local television station. Most TV stations have production facilities, and they are often happy to write and produce commercials for you at low cost if you are buying advertising time. They may even offer to do this part for nothing if you are prepared to name them as a sponsor of your event.

Whoever is going to write and produce your commercial, it is important that you give them a thorough brief. Tell them who your audience is, what your objectives are and give them all the necessary details like times, places, dates and the name of your event. They should come back to you with a script for your approval before they produce anything. Make sure you check it carefully for accuracy as well as deciding whether it gets your message across.

Ideally, you should be present when they are producing the commercial to make sure they are interpreting the script as you imagined. Then you should approve the final commercial before it runs on air.

Sometimes it's worth producing versions of your commercial with minor variations in the voice or the graphics to highlight when your event is occurring. For example, the one that runs a week before your event says '...next Saturday', the one that runs the day before says '...it's on tomorrow' and on the day itself it says '...tonight at 8.00 pm.'

Electronic Materials

In an age of significant technology the use of electronic marketing and technology can help you be more sustainable and make your event more successful/ viable. Various methods you can use:

- Event Website can be beneficial to help promote, advertise, take online registrations, increase sponsorship dollars, you can provide online advertising for your sponsors on your website
- Enewsletters and Emails allow you to distribute event information to reach a wider market/ your target market. A very effective tool when marketing your event. You may choose to send your brochures out in this form. You can send email or newsletters as a countdown to your event.

This will save on print costs/ overall costs and be more sustainable for your event and our environment.

Print materials

When preparing material for print it is advisable to settle on a standard format and style for all printed work. The creation of a 'corporate' image for your event will enhance the general perceptions within the community and make the advertising and promotional activity readily identifiable.

A **brochure** is a quick and easy form of disseminating information and promoting your event. It can be distributed to local businesses, cafes, libraries, drop-in centres and other places where it can reach your target audience.

A brochure can be as basic as a photocopied A4 size of sheet paper. Current computer technology allows you to produce a simple but professional looking piece. If you have the funds to produce a professionally printed brochure, your local printer can usually help you with design. State the name of your funding body on the back of the brochure. Sponsors should be noted on all promotional material.

Remember to try and reduce the amount of paper used by only using the size you need (try cutting an A4 page into three smaller flyers). Also, print double sided, for twice the information, and use recycled paper to reduce your resource use.

Posters can saturate the market with a message. Remember who you are trying to reach with the posters and place them where your target group will view them. Shopkeepers will often be supportive and give you a front window space. Posters should be put up at least 3-4 weeks before an event or program starts.

Professionally designed, multi-coloured, large printed posters on quality paper can be extremely expensive to produce. Student groups, art colleges or universities may be willing to help. Some artists may work for non-profit organisations for the cost of equipment and/or materials.

There are also many outlets that will print cheaply for community groups – you just have to hunt around.

Start by contacting local businesses. If a fee is involved, specify what the budget will allow before work starts. For example, printing a two colour poster (for example black and one other colour) is much less expensive than printing in full colour. The artist will need to know what kind of job is expected.

Writing your own message

When preparing text, whether it is for the brochure or a poster, remember who is going to read it. What you write must be easy to understand.

Whenever possible ask friends, colleagues or someone from the target audience for an opinion. In a brochure, you should aim to answer everyone's questions. In a poster a few unanswered questions can entice readers to find out more. Make sure the message is presented in a manner appropriate to your audience. Familiar language, images and examples are essential ingredients.

Remember to cover these points:

- Use an eye-catching headline which entices further reading.
- The information should be clear, concise and simple to understand.
- Write enough to capture interest. Lengthy explanations will lose readers.
- Keep it personal.
- Sentences should be no longer than 10 words.
- Write in point form. Dots are an effective means of highlighting points.
- Include a name and phone number for more information.

Your audience may have language difficulties, use images to tell the story and keep the message simple.

Publicity through the media

Newspapers, radio and television need good stories to exist. The way a story is told depends on what the journalist or producer sees as newsworthy. Effective publicity means working with the media. Understanding how the media operates, knowing your local journalists and preparing good material for them will help your program to get valuable free publicity.

Working with the media

Develop a professional rapport with journalists. You are their source of information and they will be relying on your accuracy. Equally, you must trust them to portray your program truthfully.

Having met with the editor and other appropriate journalists at the local paper, maintain that professional relationship by providing them with interesting and helpful information. If the information you supply is reliable and appropriate to their needs, you will be seen as a valuable resource.

When responding to the inquiries of any journalist:

- Always give direct and honest answers.
- Be Co-operative.
- Be available: journalists often work shifts and strict deadlines.
- Be accurate. If you are uncertain about the facts or don't have the answers at hand, organise to get back to the journalist as soon as possible.
- The message must be clear and concise.
- Thank them after they have given your event publicity.

Meet media deadlines

All the various media work to deadlines. To work effectively with them you must know what these are.

Contact all the media you intend to use to find out their deadlines. Compile a list and have it on hand. You will then know the time you have to write up your notice or media release.

Newspapers

Local newspapers are always interested in local issues and activities. Make appointments to meet the editor, the education writer or whoever you think will be especially interested in your event. Outline how your program came about, its aims and achievements etc. Take any printed material you have on your organisation and your event to leave with the journalist for future reference.

Media releases

There are a number of ways to tell the media about your story. The most common method is to issue a media release.

Issuing a media release is often the most effective and efficient way of making an announcement to the media. Keep the media release short and factual. Never assume the reporters are familiar with your program. Explain the purpose early in the release. Use a short paragraph and positive words and phrases.

Avoid repetition, ambiguities, clichés and jargon. Always attribute all comments to a spokesperson.

They might use a good release word-for-word but will ‘cut’ (edit) it from the bottom if it is too long. So if there is only room for three paragraphs and the media release has seven, the last four paragraphs will go.

To ensure the message gets across, all the important information must come first.

Keep the following information in mind.

- Familiarity with how the media cover similar stories may help you decide how to write and present yours. (The approach you take is called the ‘pitch’ or ‘angle’ on your story). Journalists receive many media releases, but will only consider those they can easily get a story from.
- Knowing the newspaper or radio station may help you decide how you want your story covered.
- Keep a clipping file of reports that have impressed you for their success or failure and learn from these.
- An unusual or original pitch to a story may get your program coverage.
- Use photographs. A strong image will always attract people.

- Personalise your story. Part of the local media's agenda is to cover 'local people' stories.
- Attach additional information when necessary. This may include general background or facts sheets on your event. A copy of promotional material can also be included for the journalist's reference.

Writing a media release

- The heading must tell what the story is about. Make it punchy and catchy.
- The first paragraph (or lead) must summarise the rest of the release, stating in 25 to 30 words what the event is, where it's taking place, why it's occurring and who is involved.
- Mention the full name of the program early in the release.
- Attribute all statements to a particular person, or to the organisation.
- Use quotes – sayings or comments stand out for their originality, simplicity and strength.
- Be original – avoid clichés.
- Keep information simple and to the point. If the release is for non-English media, it will need to be easily translated.
- Write the release in the third person – don't say 'I'.
- The final information in your release should be a contact name, listing business and after hours phone numbers in case further information is required.
- Keep it short – preferably one A4 page. If the release is longer, clearly indicate that there is more information to follow by typing 'more' or .../2 and staple the pages together.
- Always finish with the details (name, title and phone number) of the person who the media should contact for more information.

Laying out your media release

- If you have one, use the letterhead of your program or organisation.

- Place the words 'Media Release' clearly in the top left-hand corner.
- Always date the media release on the top right hand side of the page.
- Use only one side of the paper.

Check for accuracy

Always check your release before you send it. Check all facts, dates, times, places and spelling (in particular name spellings) are correct. Make sure all necessary contact names and details have been included. It is a good idea if someone else reads it to check for spelling or typographical errors.

Photographs

If possible, send a photograph. Publicity photographs for newspapers have special requirements:

- The image in the photograph must be clear with good contrast.
- A photograph that is over or under exposed, ie. very light or very dark, will not reproduce well and will probably be rejected.
- The photograph must be clearly captioned, stating what's in it and what is happening. When captioning a photograph use a sticker (never write on the back of the photograph as the writing may leave an after image on it).
- For examples of captioning, look through your local newspaper.
- If your photograph is of people – your event participants, people attending a fund raising event etc – ensure that you have their permission to use their image.
- Always mail with a cardboard backing. Print 'Photograph: do not bend' clearly on the envelope or hand deliver it.

Note: It is unlikely the photographs you supply will be returned unless you negotiate this.

Most local papers have their own photographers who could be assigned to your event. Arrange details with them.

Supplying photographs and other material on computer disk

If you plan to supply images to a newspaper in electronic form, make sure you check with the publication regarding the format they need. Images scanned at home may not be of a high enough quality for satisfactory reproduction, especially if they need to be reproduced in an enlarged form.

Follow-up

Two or three days after you have sent/delivered your media release, follow it up with a telephone call to the appropriate person at the paper to ensure that they have received it. This will act as a reminder and may give you the opportunity to supply extra information to the journalist. If you don't get through to the journalist, leave your details with whoever answers the call. If you get no reply, try again.

Community service announcements and columns

Using community media is a good way of getting information to the community. Most media organisations have community announcement sections.

Most newspapers have regular listings of community events. Information is usually required in writing by a specific deadline. Summarise the details of the event or program and check if a fee is required.

Radio stations have community announcement segments. Listen to the segment to get an idea of the activities the station promotes and the details they need. Contact the person who compiles this segment to find out how to present the material and the deadlines. Check if there is a fee.

Send a letter with a written copy of the Community Service Announcement you wish to broadcast. The letter should be personally addressed.

In your letter include:

- The period over which you would like the announcement to be run. Give specific starting and finishing dates for the announcement.
- Background information on the event.
- Contact details of a person who can be called to discuss the announcement.
- Always send the letter at least two weeks before the event is being held.
- Some television stations have time set aside for community service announcements.
- Contact the community service or public relations manager to discuss your program. As many regional stations rely heavily on central programming from the cities, television is not a ready source of free announcements.

Electronic media

News programs on radio and television work on 30 second 'grabs' – ie. the point is covered quickly. The average television news item is 1.52 minutes in total, the average radio news item is 40-60 seconds.

Alerting the electronic media to a newsworthy event will need a different emphasis.

If a radio or television program is going to record an event, it is likely that the producer of the show will contact you to clarify details. This will give you an opportunity to ensure that, for example adequate room is made to allow for the equipment required to record the event – cameras, microphones etc – and their electrical cables.

Writing for television coverage

The media release for television should follow the same basic rules as a print release but television items must be visually interesting as well as newsworthy.

- Point out elements that are likely to create visual interest. For example, a prominent politician or personality may be attending, a large number of people may be present etc.
- If the story is highly topical, point this out in the media release.
- The visual elements should enhance the point of the story. When writing for television, take care that the text complements the visuals. The best combination must be chosen to get the message across.
- If an event is going to be filmed, make a display using posters, pamphlets etc to create an interesting visual backdrop for the cameras.

Writing for radio coverage

Most community radio stations thirst for local news. Get to know the producers of news and current affairs, youth general interest or community programs, and any announcers who do on-air interviews. Arrange a meeting with the appropriate producer/s and brief them on your event. This meeting should give you an insight into which programs (if any) are better suited to offer your event publicity.

In writing for radio, follow the same basic principles as outlined for the print media. The main difference is that radio copy should be written for the ear rather than the eye. Concentrate on how it sounds, not how it reads.

When writing for radio:

- If what you are sending to the producer is to be read out by the announcer, write the copy in double spacing with full punctuation and in capitals.
- Be less formal than in printed copy: use contractions, for example 'don't' instead of 'do not', 'you're' instead of 'you are' and colloquialism.
- Use simple sentences.
- Keep verbs in the present tense ie. write as if the event is happening now (not in the past or the future).
- Use simple descriptive words. Avoid unusual or old-fashioned words unless they are appropriate.
- Avoid tongue-twisting phrases.
- Read the release out loud to see how it sounds and how long it takes to read at an average speed.
- It should be no more than 40-60 seconds in total.

Other ways to use the media

Press conferences

A press conference may be organised if a prominent member of the community or a Member of Parliament is involved in your event. The publicity officer working for that person will probably organise this. Clarify that this is the case.

Letters to the editor

The editorial page in any newspaper deals with topical issues and gives the readers an opportunity to have a say. Letters to the Editor can be an effective way of starting or continuing community discussion.

Part 4

Risk

Management

**— organising & managing the event
safely**



Risk Management

– organising and managing the event safely

Planning a public community event to organise and manage the event safely

You have decided that you want to proceed with the event, and you have a definition of what you want to achieve. This may be your first event, or you may have been involved in organising events before. You may be working on your own to achieve your aims or working as part of a committee from your community.

It is important that individuals are identified to undertake the roles of:

1. The Event Manager
2. The Event Safety Coordinator

For smaller events the Event Manager and Event Safety Coordinator may be the same person but generally there is a necessity for more than one person to be involved with organisation and safe planning.

You should write down the organisational structure for your event, naming the individuals who will take responsibility for each aspect of the management of the event. (Your event definition and management team structure will be important elements of your overall 'Event Management Plan' document).

It is very important to allow sufficient time for planning your event. Remember that if Licenses or permissions are required for the activities

you wish to undertake, it is likely that you will need to provide the emergency services and/or Council with your proposals at least 2-3 months before your event is proposed to take place. With larger events, particularly those that involve use of a public highway, anything up to a full year's notice may be required. You are now ready to begin organising your event so you need to break down your definition into a number of component parts and work through how each of the components will be effectively managed to achieve your aims safely. Whilst events vary considerably, each and every one is comprised of a number of components, many of which are consistent to all events.

Below is a list of components, which are likely to apply to most public community events. You should start by considering exactly how each element relates to your own proposals. Extract each element and write a short paragraph about how you intend to manage each of them.

This process should help you highlight areas where knowledge in your team may be lacking and where you will need to seek advice.

For very small events it is likely that you will be able to make your own plans for ensuring public safety and you will not need to seek detailed advice. However, you are still advised to let your Local Authority and Emergency Services know of your intentions, particularly as many types of events need specific permissions or Licenses. These may include:

- Event Safety Plan and Safety Policy;
- Venue and site design and facilities;
- Fire safety;
- Written agreement from the owner of the land/premises;
- Planning for Emergency situations (including possible evacuation);
- Public Liability and other necessary insurance;
- Communication (Telephones and two way radios);
- Management of crowds;
- Event stewards and other event staff – voluntary or professional;
- Transport management (including car parking and vehicle movements);

- Structures and structural safety (stages, marquees etc.);
- Crowd control barriers and other safety barriers ;
- Electrical installations and lighting (including generated power and fuel);
- Food, drink and water provision including License arrangements for
- provision of alcohol;
- Merchandising;
- Required Licenses and permissions;
- Components of a public community event;
- Amusements, attractions and promotional displays;
- Sanitary facilities;
- Waste management;
- Sound, noise and vibration;
- Special effects, fireworks and pyrotechnics;
- Camping;
- Facilities for persons with special needs;
- Medical, ambulance and first aid management;
- Control of Hazardous Substances;
- Information and welfare facilities;
- Children;
- Performers;
- TV and media;
- Control of access;
- All night events;
- Statutory Health and Safety Responsibility;
- Other responsibilities governed by legislation;
- Using the public highway for access;
- Closing of a public highway and all related issues;
- Proximity of participants or spectators to waterways;
- Activities proposed on board water vessels.

Having established the relevance of each listed element and written a paragraph detailing how you intend to manage each element, you can take your elements one by one and start to work through the risks

associated with each. You will need this when submitting Application Forms required by Local Authorities.

As an event organiser, you have a responsibility to ensure that your event is safe and you should undertake a documented Risk Assessment for all your proposed activities. It is important to remember that as the event organiser it will be you who will be liable should an incident occur and it can be proved that the incident occurred as a result of your acts or omissions.

It may help to seek advice or to notify local police and first-aid officers about the event.

Assessing all risks may appear to be an onerous task but it is a very useful mechanism for determining feasibility and safety requirements. The process will also enable you to clearly highlight areas where you need to seek advice and information from other agencies. You will also be able to refer to the assessments for future events and therefore only have to do the same things once. The purpose of a Risk Assessment is to identify hazards which could cause harm, assess what may arise from those hazards and decide on suitable measures to eliminate, or control the risks.

Risk Assessment

A hazard is anything, which has the potential to cause harm to people.

Risk is the likelihood that the harm from a hazard is realised and the extent of it. In a risk assessment, risk should reflect both the likelihood that harm may occur and its severity.

There is not a prescribed way for presenting your Risk Assessments, but it is accepted practice to work to the principles contained within the Integrity “5 Steps to Risk Assessment”. An example of a Risk Assessment for the use of a jumping castle is shown below:

Hazard identified

Possibility of persons falling from the structure either by tripping or by being pushed.

Who is likely to be at risk from this activity?

Predominantly young children as this is the age group likely to be attracted to this particular activity and older children or adults who shouldn't be using the structure.

What are the current control measures to minimise the risk?

- Bouncy castle is to be operated by a professional contractor who holds appropriate Public Liability;
- Insurance;
- Operator works on the basis of height restrictions for all those using the castle to ensure only children of appropriate height and similar age use the structure;
- Operator provides 6 stewarding staff who ensure no-one using the structure is acting in an inappropriate manner;

Taking current control measures into account what are the remaining risks and what other actions are required to minimise the risk further?

- With the current control measures undertaken by the operator, there is still a risk that too many children will use the structure at any one time. The event organiser will ensure that the contract with the operator takes account of a maximum number of children using the structure at any one time and that the operator takes responsibility for imposing this restriction.

Your documented Risk Assessments will form an important part of your 'Event Management Plan' and it is important to return to your written Risk Assessments once you have proceeded with the organisation of

your event to ensure that you are managing your event so as to minimise risks.

If an incident occurs at your event, you may be required to produce a written copy of your Risk Assessment documents and prove that your event was managed on the basis of the control measures you identified within the Assessment.

In addition to your own Risk Assessments, it is important to ensure you have copies of any Risk Assessments undertaken by contractors or concessionaires operating any attractions, activities or equipment at your event.

Taking into account the additional control measures above, what is the assessment of the risk (low/medium/high)? Answer – Low to Medium.

It is important to note that whilst the event organiser in this example is intending to make the operator responsible for imposing certain restrictions, the overall responsibility for event safety still lies with the event organiser. And the organiser will need to ensure that he/she is satisfied with the management arrangements for the attraction on the ground.

Note:

- *Amusement devices may require WorkCover approval and a mechanical engineers certificate;*
- *Fireworks also need specific licensing requirements, and Development Application consent.*

The Event Management Plan

Like the process of assessing risks associated with the event, the formation of an Event Management Plan is based on common sense and planning.

If you have followed this guide, you will already have compiled much of the Event Management Plan document, including the following:

- Your definition of the aims and objectives for your event;
- The structure of your event management team;
- The names of your Event Manager and Event Safety Coordinator;
- A list of the component parts of your event;
- Paragraphs detailing how each component is to be managed;
- Risk Assessments for your event and all associated activities;

It is useful to think of this document as one that in the absence of the event organiser, could enable the event team to proceed with the event in exactly the way the organiser intended.

If you approach your Plan on this basis, it should become clear to you how much detail you need to include in the document. It is at this stage in your planning that you will need to ensure you have enough knowledge and expertise to manage your event safely and effectively.

Unless you are organising a very simple event on a very small scale, it is likely that you will need to contact a number of outside agencies to ensure that you have all the information you need and that you are not proceeding without necessary permissions and Licenses.

Once you have taken the necessary advice and ensured there are no objections to the event, you will be in a position to complete your written Event Management Plan. You will then be ready to proceed with the practical work required to:

- Meet the aims and objectives of your original event definition.
- Ensure you manage each component of the event in accordance with your Management Plan, and
- Ensure you manage the event in accordance with the control measures defined in your Risk Assessments.

Where to go for advice and information

As you break your event down into its component parts, you will, inevitably, come across areas where you feel the necessity to seek clarification or advice from Council or from the Emergency Services. Apart from offering you useful information, these agencies can recommend a number of useful publications to further assist you with your planning.

Police should be informed of all public events so that they may consider the implications for public safety within the terms of their responsibilities.

Assessment of the need for Police attendance and action at public events will be principally based upon the need to discharge core responsibilities, which are as follows:

- Prevention and detection of crime;
- Preventing or stopping breaches of the peace;
- Traffic regulation and control within the legal powers provided by law;
- Activation of an emergency plan where there is immediate threat to life and co-ordination of resultant emergency services activities.

Additional to the above, local police will offer advice on the general arrangements as they impinge on policing issues, and will advise whether the event requires a police presence.

They will also advise you whether you may incur any charges for provision of their services.

The Police

It is important to understand that different Local Authorities may hold the information and expertise you require within different parts of the organisation, so you'll need to be quite specific in your request for information to ensure you get to speak to the right person from the outset.

In some situations, you may need to speak with officers from more than one part of the organisation, particularly if your event is quite complex.

Council will be able to offer advice on some or all of the following:

- Your duties under Health and Safety legislation including carrying out risk assessments and planning for emergencies;
- Food hygiene and safety (if food is going to be sold, provided or prepared);
- The necessity for any Licenses for your event either for the purpose of 'Public Entertainment' or for the sale of goods and costs involved;
- Public Liability Insurance;
- Product safety (where goods are going to be sold or distributed); Trading standards issues;
- Required consents for road closures (in consultation with local police) and costs and time involved;
- Road closures and assistance with local traffic management (in conjunction with local police) and costs and time involved.

The Local Council

In addition to the above Council will be able to provide you with details of Terms, Conditions and related costs for the hire of council land or premises.

The Ambulance Service

The ambulance service should be able to offer you advice on the following:

- Whether a statutory ambulance service presence is recommended for your event and whether you will incur any costs for provision of this;
- Whether your event warrants the necessity for setting up a triage (casualty assessment centre) in the event of a major incident;
- Which hospital casualties from your event are likely to be taken to;
- What vehicle access they will require in the event of an emergency;
- What level of First Aid cover you should provide at your event and whether you will incur any costs for the provision of this.

The Fire and Rescue Service

The fire brigade should be able to offer you advice on the following:

- All matters related to fire safety;
- What access they will require for fire fighting vehicles in the event of an emergency;
- Provision of on-site fire precautionary and fire-fighting arrangements.

WorkCover

Council's OH&S Office should be able to offer you advice on the following:

- Your duties under Health and Safety legislation including carrying out risk assessments and planning for emergencies;
- What publications are available to you to assist with the safe planning of your event.

The Volunteer Coastguard

The Volunteer Coastguard should be able to offer you advice on the following:

- The safety implications of organising an event to take place on (or within close proximity) to any waterways;
- The safety implications of organising an event to take place on board any vessel.

Part 5

Sustainable Events

**— ensuring minimal impact on our
environment**



Sustainable Events

– ensuring minimal impact on our environment

Ensuring that your event makes the right type of impact

Before, during and after your event there will be opportunities to consider how you undertake activities which have an impact on our environment. These choices and considerations do not necessarily require additional work or more expense to be created in undertaking your event, however they can make things easier for you, as well as reducing the events impacts.

Initially you may want to consider preparing a Sustainable Event Management Plan. An outline of the contents of such a plan would include consideration of the following areas of sustainability:

- Waste Management
- Minimising Energy and Water Use
- Green Transport
- Selecting the Right Venue
- Print Material
- Purchasing and Procurement
- Climate Change/Carbon

It is also important to consider and to include in a Sustainable Event Management Plan:

- Who will be responsible for sustainability
- How principles can be implemented
- How you can use sustainability as a promotional tool

This Part provides details on each of the sustainable areas, identifying tricks and tips about effective implementation of sustainability at your event. Some further details on developing a Sustainable Event Management Plan is also provided at the end of this Part and a outline is provided in Council *Sustainable Events Policy*.

Waste Management

A key area of sustainability, and one which is often highly visible at an event, is waste management. The core principle of good waste management is the implementation of the sustainable waste hierarchy:

Avoid then **Reduce** then **Reuse** then **Recycle** then **Dispose**

By aiming to firstly avoid, and lastly recycle or dispose, you will find that with some effort to implement effective procedures, much of your ongoing waste impacts will be removed.

Some quick tips and ideas include:

- Utilise reuseable/washable items that may often be seen as disposable items at events – such as cups and plates. Or, where unavoidable, at least use disposable options that are biodegradable.
- Provide a location for storage of packaging materials for re-use after the event.
- Reuse items necessary during the event wherever possible, for example name tags/badges.

- Provide stallholders with a waste event guide and educational materials, good example of which can be found on the internet. (see for example the NSW State Government Waste Wise Events information at www.environment.nsw.gov.au/warr/wwwe_home.htm/)
- Prepare a Waste Management or Minimisation Plan for major events, which may be required when submitting a development application
- Seek advice from Council's waste contractor, SITA Environmental Solutions, as they may be able to provide suitable infrastructure to assist in successful implementation of waste minimisation strategies
- Consider the need for cigarette butt bins, to avoid "butt" littering.
- Have measures to monitor performance, particularly from year to year by estimating and measuring the waste generated.

Important thing to remember about bins

A key factor in the success of any waste minimisation process will be the ability for your bins to effectively cater for the waste produced at your event. There are generally three types of waste that can be experienced at an event: recyclable waste, compostable waste and waste that will be disposed of at landfill (general waste).

Council's experience is that the placement and provision of different bin types is important, but unless these are supervised, then cross-contamination is likely to occur. So early in the event planning process:

Consider options for providing "bin monitors" at waste bins during your event to ensure bins are being used correctly.

e.g. Engaging the services of other community organisations to assist with monitoring the bins for a small donation.

Other important aspects of bins planning include:

- Type.
- Signage.
- Placement.

As with many aspects of events, recurring events should monitor how their waste system works each year, and to record and refine the system to make improvements.

Bin type

There are generally two types of bins used at events, general waste and recycling bins. Experience suggests that when more than one type of bin is provided, these should be grouped together, so that users can choose which bin is appropriate for their waste type. For example, placing a clearly signposted recycle bin between two general waste bins ensures that if you are not looking for a recycle bin, the general waste bins are easily available. This will help to ensure general waste is not discarded into a recycle bin and resulting in contamination of the recyclables.

Catering waste can also be captured and composted or reused under Food Standards best practice (including composting bins being available for stall-holders for example).

Signage

Using signage is important to identify where bins are located, and how they are to be used. Where more than just general waste bins are to be provided, all bins should be clearly labelled and Australian Standard colours and signs used to clearly identify which is which (ie. red for general waste, yellow for recycling and green for green waste/compost).

Signage can also assist to highlight where bins are located making them easier to see from a distance. This will help to avoid random littering, which once started, can quickly snowball.

Placement

By developing a planned approach to bin placement, dealing with waste can be much easier on the day of your event. There are no set rules for the placement of bins, as every event will be different, however some helpful tips include placing bins:

- in accessible points that coincide with movement of people and catch their attention (for example, on the way to and from food stalls and toilets);
- where people enter and exit the event to inform them of what is expected through signage;
- for the convenience of the user, rather than the collector – as this will ultimately save time in clean up and be far more effective in terms of recycling success; and
- where they can be effectively emptied and serviced during the event if this is required.

Minimising Energy and Water Use

Taking early steps to consider how your event will source energy and water will play a big role in ensuring that use of these resources is minimised and provided from the right sources. Generally speaking, both electricity and water should typically be sourced from town supplies. It is important that your use of these can be measured, and if your use cannot be monitored (for example where the bill is sent to and paid for by others), then consider asking Council if they can provide temporary monitoring equipment to enable measuring to be undertaken – if only for a single event to give you an idea of the impact you are having.

Once you know where and how your energy and water supplies can be sourced, you should consider how you can reduce the amount used and the impacts associated with that use.

Some quick tips and ideas for water include:

- Use on-site tap water with refillable containers, rather than bottled water to reduce waste and transporting the bottles.
- Provide refill stations to allow participants to refill their own containers.
- Try to use bathrooms or temporary toilets that have low water use toilets and low or no water use urinals.

Some quick tips and ideas for energy include:

- Power events with renewable or GreenPower wherever this can be requested. Also consider approaching energy companies to provide green energy for you – this may benefit you and the company through sponsorship advertising.

(See www.greenpower.gov.au/your-events.aspx for more information)

- Ensure that lighting is of an appropriate scale for the needs of the event, and turn lights off at the end of proceedings or when not required.
- Use natural ventilation where possible instead of air-conditioning.
- Ensure air-conditioning can be controlled in individual rooms, and use a temperature setting that doesn't use high power levels (lower temperatures in winter, higher temperatures in summer).
- Always use town or renewable on-site power where possible, but where generators are required, use or hire modern fuel efficient and environmentally friendly units such as bio-diesel.
- Ensure hire equipment is of a high energy efficiency standard where possible.
- Ask your technical suppliers to use modern, energy efficient equipment.
- Ensure fridges and cool rooms are efficient and not over-using energy due to poor seals and easily remedied problems.

Green Transport

Providing alternative transport options to the car can seem near impossible in regional areas that are poorly serviced by public transport. However there are a number of options that can be considered that may appeal to those wanting to attend the event either locally or from out-of-town. These options may include walking, cycling, car-pooling and public transport for example.

Some quick tips and ideas include:

- Investigating options for teleconferencing or videoconferencing where appropriate and feasible to provide an alternative to expensive and emissions intensive long-distance travel.
- Provide cycle infrastructure such as permanent or temporary bike parking.
- Provide transport information on your event website, send it via email or include it in your promotional material.
- Monitor expected event numbers (tickets sold for example) to enable matching level of transport requirements.
- Use local companies to supply goods, to construct the required stages/marquees, in order to reduce emissions from long-distance transporting.
- Encouraging people attending to car pool, particularly if you know groups will be coming from the same area.
- Provide a shuttle bus from central places (designated car parking areas, train stations, hotels etc) if there is not sufficient car parking available at the site.
- Encouraging those attending to use public transport by advising on its availability or by including the cost in ticket price.
- Encouraging participants to offset the carbon created by their travel where available (with airlines for example).

- For larger events, consider preparing an event Green Travel Plan that may include a range of options and ways that these can be promoted.

Further information on transport in the area of the event can be found at www.shoalhaventransportguide.com.au/ which provides contact details for a range of public transport, taxi, community transport and City Rail services.

Selecting the Right Venue

Selecting the right “venue” may mean a lot more than just the booking the local hall. Venue selection is critical to the success of an event, as well as providing opportunities to provide significant sustainability gains by selecting the right type, size and location of building for your event.

It should also be noted that while your venue may be a building, many principles also apply to outdoor areas, for example a park or reserve. Considering whether you need town water and electricity for example, and having this available at your outdoor venue may be important to avoiding less sustainable options.

Some quick tips and ideas for considering your venue include:

- Consider how many people you expect to attend, and select the size of venue to match those expectations.
- Evaluate venues and accommodation offerings in part on the basis of their green policies and practices.
- Where your event is likely to require people to stay in the area, consider event venues that are within walking distance of accommodation to avoid additional travel. Where not possible, consider providing communal fuel efficient transport options to transport participants to the venue.
- Consider venues with high rating “green-buildings”, which generally use natural light and ventilation more effectively and in so doing, avoid over-reliance on air-conditioning and artificial lighting.

- Where outdoors, avoid selecting venues that can easily be damaged, particularly where there may be heavy machinery used in set-up. Damage to natural or grassed areas will need to be remedied and this can be an additional unwanted cost.

Reducing Print Material

Events need to be promoted, and at times this will require the use of brochures and flyers. However, there are a number of other avenues that can reduce the need for printed material in promoting and organising your event. Increasingly, events are being promoted online and through social media, like Facebook™ and Twitter™.

Where print material is needed, there are some simple actions that you should consider to significantly reduce the amount of paper and other resources that are needed.

Some quick tips and ideas for considering your venue include:

- Use electronic communications rather than printed flyers where possible, including:
 - Setting up an event website
 - Creating an email group that can be built on year after year for recurring events
 - Using social media, particularly where looking to attract and engage with younger audiences
 - Using media release and radio interviews to promote your event
- Where you need to use printed material:
 - Use the smallest paper size needed – for example print three flyers on the one A4 sheet of paper.
 - Use double sided printing.
 - Use recycled paper where possible in printers and copiers.
 - Use vegetable-based print inks where possible.

- When conference or event satchels/bags are required:
 - Use them sparingly or only on demand – some people won't want them.
 - Provide within a re-useable bag so that it can be used beyond the event.
 - Minimise materials included such as sponsor leaflets, as these often end up in the bin.
 - Minimise print material by collating things to a CD or DVD, and encouraging users to browse them at their leisure.
 - Where possible, provide event or conference papers and other materials by email rather than hard copies
- Ensure printed event signage is reused and adaptable for a number of events by using generic terminology, avoiding use of dates and event names.
- Encourage participants to bring their own paper and pens to their event or conference rather than providing them for everyone.

Sustainable purchasing and procurement

There is often some, or a lot, of purchasing that will need to be made to cater for your event. By purchasing and undertaking procurement contracts that consider sustainability at the outset, then dealing with the impacts is likely to be much easier.

Some quick tips and ideas include:

- Reuse and refurbish before buying new.
- Buy products made from recycled materials.
- Ensure suppliers allow for the return and refund of unused products and materials.
- As a preference pursue sponsors that reflect positive environmental values and practices, and using their products as part of the sponsorship arrangements – for example using GreenPower.

- Ask to see suppliers or caterers green or environmental policies, these will give you confidence that they are providing a sustainable service.
- Where catering is required, produce should be sourced locally. Considering requesting:
 - Seasonal, fresh and local ingredients wherever possible.
 - Using organic or Fair Trade foods as a preference.
 - Reducing the amount of meat, and providing vegetarian options.
- When choosing products, select those with minimal packaging to reduce waste – where possible buy in bulk and in reusable containers.
- Use environmental procurement portals to assist in purchasing decisions (such as LGSA Sustainable Choice - www.lgsa-plus.net.au/sustainablechoice)
- Purchase or request the use of non-toxic cleaning materials at venues or during clean-up.

Reducing your carbon footprint

Following efforts to avoid using resources and energy, reducing the amount used through reduced transport and energy requirements, and replacing inefficient energy use items with more efficient ones, then consider carbon offsets to allow the event to become “carbon neutral”.

A number of high profile events have gone down this track, completing the “carbon reduction hierarchy” by offsetting unavoidable carbon emissions. Event carbon calculators are now available on the internet (see www.epa.vic.gov.au/ecologicalfootprint/calculators/default.asp).

These estimate your carbon emissions based on different information on the type of event, people attending, venue selection, accommodation, catering, print material, waste management and travel. Once you have established your “carbon footprint” (emissions), you can work towards reducing and ultimately offsetting what is unavoidable.

A common option for larger ticketed events is to include offsetting in the ticket pricing, which adds only a relatively small amount, but adds up to a lot of carbon removed from the atmosphere.

Promoting your sustainable event

Having gone through the process of reducing your event's impacts on the environment, why not promote your efforts to those participating. Your efforts will often be "behind-the-scenes", so informing and educating attendees of your actions will assist in ensuring that efforts are acknowledged, understood and (hopefully) appreciated.

At the entry to your event, consider providing some signage or information relating to what your event is doing to become more sustainable. This might also include information on how your bin system works, how to assist in reducing water or energy use and how participants can help the organisers to achieve their goals.

If you have an event web-site, email group or other pre-event promotional information, consider including some information on green transport options and what people can do when coming to the event to assist sustainability targets.

The Sustainable Event Management Plan

While not currently a requirement, the need for the development of a Sustainable Event Management Plan is likely to become more common over time. In particular, there is potential that such a Plan may become associated with Council sponsored or run events, or even a consent condition for larger events requiring Development Approval from Council.

A Sustainable Event Management Plan should record the efforts being made by the event organisers to reduce the environmental impact of their event. The Plan should address each of the areas of Sustainability discussed in Council's Sustainable Events Policy and as identified earlier in this document including:

- Waste minimisation and recovery
- Reducing water and energy consumption
- Green Transport
- Selecting the right venue
- Reducing print material
- Sustainable purchasing and procurement
- Reducing your carbon footprint
- Promoting your sustainable event

Council's *Sustainable Events Policy* provides information for the development of a Sustainable Event Management Plan.

Where Council can help

Council's Events Unit can also provide up-to-date information on how Council can assist in your event, where the latest information can be found and what, if any, sustainability considerations may be required.

Sustainable Event Management (SEM) Resource List

British Standards (BS8901)

<http://shop.bsigroup.com/en/Browse-by-Subject/Environmental-Management/>

Comprehensive SEM standard widely recognized as world's best practice, upon which new international ISO and Australian standards will be based.

Carbon Calculator for Event Management

<http://www.acem.uts.edu.au/>

Carbon footprint tool developed by University of Technology

City of Melbourne Green Events Guidelines

<http://www.melbourne.vic.gov.au/AboutCouncil/grantssponsorship/EventPartnershipProgram/Pages/Greenevents.aspx>

Melbourne Green Events Guidelines

Ecobuy

<http://www.ecobuy.org.au/>

Victorian sustainable procurement program (similar to Sustainable Choice)

Homebake

<http://www.homebake.com.au/2009/#/domain/recycling/>

SEM policy for a major music festival held annually in multiple states

Jones, Meegan. (2010) Sustainable Event Management - A Practical Guide. Earth Scan Publishing

<http://www.sustainableeventguide.com>

Seminal book, widely regarded as the Sustainable Event Management 'bible'

LGSA Sustainable Events Policy

www.lgsa.org.au/resources/documents/lgsa-event-sustainability-signed_0810101.pdf

Template SEM policy used by the LGSA for major events

London Olympics Event Sustainability Guidelines

<http://www.london2012.com/documents/locog-publications/london-2012-sustainability-events-guidelines.pdf>

London Olympic guidelines

Monash University Sustainable Events Guide

http://fsd.monash.edu.au/files/MU%20Sus...reen_1.pdf

Major Australian University SEM

Peats Ridge Festival

www.peatsridgefestival.com.au/sustainability

SEM policy for a major music festival held annually in NSW

South Australian Government Event Waste Minimisation Guidelines

www.zerowaste.sa.gov.au/upload/e...ues_20.pdf

South Australian Government policy for waste minimization at events

Sustainable Choice – Sustainable Procurement Program, NSW Local Government and Shires Associations

www.lgsa-plus.net.au/sustainablechoice

Sustainable Events Alliance

http://sustainable-event-alliance.org/?page_id=27

Events Industry network

Sustainable Event Management Solutions (SEMS)

<http://www.sustainableeventsolutions.com.au/Default.asp?c=164322>

SEM framework and tools

Victorian Carbon Ecological Footprint Events Calendar

www.epa.vic.gov.au/ecologicalfootprint/calculators/event/introduction.asp

Victorian Government tool to help measure carbon footprint of events

Waste Wise Events Policy www.environment.nsw.gov.au/warr/WWE_Home.htm

NSW Government policy tool for waste minimization at events

Part 6

Workbook

— making the perfect plan



Workbook

– making the perfect plan

Organisers checklists

The following checklists have been prepared to assist in the organisation of events and festivals.

These lists provide a guide to details that should be considered when developing events and festivals.

Each event has its own specific requirements and the needs will vary.

Objectives

Objectives

- Why are you organising this event?
- Are the objectives of the event clearly defined?
- What are the business objectives?
- Is the event designed to meet the objectives?

Audience

- Who do you want to participate?
- Who do you want to attend?
- What is it about your event that makes people want to attend?
- What will they get from this event if they attend?

Resources

- Do you have sufficient financial resources?
- Do you have in-house staff who could organise the event?
- Will you need to contract an event management company?
- Do you need to subcontract other external suppliers?

Timing

- Is there enough time to arrange the event?
- Does it coincide with any other similar events that could affect the outcome of your event?

Planning Legal Requirements

- Traffic Management Plan
- Waste Management Plan
- Development Application Submission with Council
- Liaison with Council
- Crowd Control and Security
- Police Notification
- Application for Aquatic Events Licence (if applicable)

Budget

Budget Development

This section provides a basis for developing an overall budget for the festival/event. It is necessary for the separate components of the festival/ event to develop individual budgets.

While some items listed may not be relevant to a particular event, they should not be overlooked as a possible source of income/expenditure.

Event staging cost

- Hire of venue
- Official costs
- Staging and equipment
- Secretarial
- Entry forms or information kits
- Gate attendants
- Event director fees
- Trophies, prizes or gifts

- Sub-contractors
- Catering
- Technical equipment
- Trades people on stand-by
- Security
- St. John's Ambulance
- Financial management
- Organise a record keeping system
- List in detail
- Pre-festival management to obtain required records and confirmed quotes
- Marketing & promotion
- Sponsorships

Credit

- Established for the committee with local commerce and industry
- Confirmed for participating organisations
- Review of accounts – pre-festival, festival period and post festival
- Nature of charges
- Allocation of charges
- Amount of charges
- Adjustment of charges

Payment of accounts

- Set up a procedure in the payment of accounts
- Timing – in advance, on the spot, after the event
- Method – direct, indirect or by outside the businesses

Insurance

- Personal accident
- Public Liability
- WorkCover
- Pluvius (rain insurance)

- Insurance for cancellation of the event due to matters beyond the organisers' control

Expenditure for finance and administration

- Bank charges
- Prize money
- Couriers, taxis etc.
- Postage
- Telephone, cables, fax costs
- Freight
- Legal expenses
- Overdraft interest
- Travel and accommodation for officials
- Petty cash
- Stationery
- Hire of office facilities
- Hire of office equipment
- Out-of-pocket expenses

Sponsorship

Income generating

- Major, minor or co-sponsorships
- Will it be in cash or in kind?

Naming rights

- Naming rights
- Soft drink rights
- Catering rights

Other sources of income

- Interest on funds/deposits invested
- Sundry income
- Entry fees for exhibitors/stall holders
- Public entrance fees
- Sale of merchandise or material before, during and after the event

Finding a venue

The venue

- Rental
- Catering
- Venue staff assistance
- Power
- Lighting facilities, electrical wiring
- Erection of stands for sponsor material
- Signage, bunting and flags etc.
- Toilet facilities plumbing
- Security
- Telephones
- Cleaning
- Refrigeration
- Public address system
- Painting and repairs
- Parking arrangements
- Public transport access

Sites to be used

- Number
- Type
- Site charges
- Location
- Permission required

- Suitability for aspects of the program
- Seating capacity
- Facilities included in the rental
- Extra costs associated with venue

Assignment of venues for specific functions

- Possible program changes/functions scheduled at the last minute
- Reception/cocktail parties
- Emergency or crisis shifts
- Inclement weather (both extreme heat and cold/wet)

Organisation policy covering use of venues

- Condition of sites
- Furnishings
- Cooling and heating
- Lighting- regular, spot, or flood/permanent or temporary
- Obstructions to sight lines of stage eg. pillars and trees
- Acoustic

Available facilities equipment and services

- Hiring
- Hotels & service clubs
- Outside business firms
- Schools
- Ordered and checked

Emergency response plan

- Prepared in conjunction with Shoalhaven City Council authorities, police and ambulance services.

Projection requirements

- Screen
- Projector
- Spare bulbs

- Operator (emergency back-up)
- Projection materials
- Spare spool
- Location in the room
- Size of projector suitable for the room
- Type of projector needed-slide 16 or 35mm film or video tape

Projector operator

- Available and/or needed by regulation
- Instructed and rehearsed in the order for the event

Organisation of the event

- Check that the following has been organised:
 - Contract signed with venue organisers
 - Deposits paid
 - Accommodation
 - Venues and site plans
 - Licences and permits
 - Exhibit space
 - Facilities, equipment, services including additional toilets, waste management etc.
 - Entertainment
 - Recreational facilities
 - Marquees, caravans
 - Information kits
 - Transport
 - Medical officer
 - Social function
 - On-site laundry facilities

Catering

- Officials' meals
- Participants' meals
- Public catering
- VIP hosting

Promotion and Marketing

- Printing and material requirements
- Decide your printing needs
- Will your organisation handle the task or will you have specialist help?
- Prepare the copy and design the layout

Printer

- Do you have a regular printer?
- Call for at least three quotes
- Negotiate a deal with sponsors

Program

- What size?
- Will it be easy for people to carry and to read?
- Does the layout include all the details about the festival/special event?
- Double-check the final copy before printing
- Include logos, sponsors and check quality of all images

Admission control

- By ticket
- Uncontrolled
- Table and chair for outside of the door – ticket and other sales
- Attendants – adequate number for the tasks required
- List of VIP's and participants
- Access for the disabled and infirmed
- Print admission tickets

Photographer

- Booked
- Colour photography
- Black and white photography
- Colour transparencies
- Instructed in what the committee wants photographed
- What purposes the images may be used
- Ownership of the material

Decorations

- Drapes
- Flowers/plants
- Flags and banners
- Bunting
- Special

Staging

- Rostrum
- Lectern
- Dais
- Type and adequacy
- Placement
- Location and accessibility
- Lighting

Public address system

- Microphones
- Wiring
- General amplification

Platforms, risers and steps

- Location
- Dimension
- Height/steps

- Covered floor
- Sides covered
- Safety aspects including stability
- Guard rails
- Coverings fastened down
- Wiring covered and guarded
- Hazards marked

Equipment for the ceremony

- Type and adequacy
- Location
- Placement – in place or to be placed on signal
- Lights switch location
- Operating of light switch
- Light beam adjusted
- Public address system
- Signal systems
- Pointers and other signage
- Water and glasses
- Fresh water each session
- Water easily accessible
- Water inconspicuous
- Water and glasses safe from spilling

Promotion and media

Publicity and promotion

- Television advertising
- Radio advertising
- Media advertising
- Printed program
- Press releases
- Posters

- Media conference
- Souvenirs and gifts
- Media hosting costs
- Promotions
- Media support
- Media on – site facility
- Web, including event website, registration, ticketing, information, sponsor packages etc.
- Emarketing/Email

Pre- festival

- Local community informed of dates and venue
- Contact with local media

Media Kit

- Event details
- Local information
- Literature
- Photographs
- Points of interest
- Other special events
- Recreational facilities
- Contacts for interviews
- Contacts for extra information

Media room

- Telephones available
- Hospitality organised
- Adequate power points for television lights etc.
- Audio equipment installed and working
- Stationery supplies
- Backdrops for interviews and photographs
- Media and information kits available
- Spokesperson for the event

Pre-event checks

- Pre-event check for each site/venue
- Run through with staff/volunteers at the sites/venue
- Timeliness of activities provided to all staff including bump-in and bump out
- Contact list of all staff/volunteers
- Set-up
- Lighting
- Ventilation
- Facilities, equipment and services
- Information booth/marshalling area
- Toilets in working order
- Other aspects including waste bins

Electricity

- Capacity of lines
- Control
- Inlets/outlets – location and number

Site/venue set-up

- Contact details of all staff/volunteers
- Up to date time schedule for preparation/clean-up of sites
- Type of function
- Capacity
- Seating arrangements – theatre, banquet or stand-up function
- Chairs – number and type
- Spacing of chairs
- Placement of chairs – check sight lines, air conditioning vents, emergency exits
- Aisles – number, location, use and accessibility of seats
- Tables – special needs (eg. for officials, information etc.)
- Table coverings – clean, smooth, hanging straight
- Food service location – access to venue

- Access to preparation/sales/service areas
- Ventilation control
- Lighting control, adequacy; special needs, glare and reflection
- Toilets
- Lighting
- Ventilation
- Facilities, equipment and services
- Information booth/marshalling area
- Toilets – in working order (paper/soap)
- Other aspects including waste bins and waste pick-up
- Inlets/Outlets – location and number

Contingency plans

- Inclement weather arrangements
- Hot weather arrangements
- Hot weather options
- Shelter/shade provision
- Drinking water
- Medical officer
- Back up information kits, folders, speakers, entertainment
- Communication systems, mobile phone accessibility, walkie talkie
- Public information 1800 number
- Telephone contacts for emergency plumbing, power, telephones and cleaning.

Review all assignment, arrangements and changes with:

- Key personnel
- Component activity organisers
- Local community representatives

Check functions

- Exhibits
- Food concessions
- Social events

- Special events, concerts, parades etc.
- Special tours
- Sightseeing trips
- Package tours

Facilities, equipment, services:

- Food (menus, other)
- Drinks – (licence needed for alcoholic drinks)
- Entertainment
- Public address system
- Projection equipment
- Photographs
- Press coverage
- Press relations
- Registrations
- Registrations
- Cashiering
- Printing
- Transportation Parking
- Public Transport
- Telephone and message
- Housekeeping
- Security (guards, ushers, safety deposit space)
- Accounting procedures

Festival materials

- Received
- Organised
- Distributed

Post event

- Clean-up
- Thank you
- Media sum-up
- Grant reports
- Close accounts

Good Luck!

A checklist

The following is a handy checklist. This is no means a definitive list because each event has its own specific requirements and the needs will vary. Nevertheless, they provide guidance and aspects for consideration when planning for specific requirements.

Your checklist (please add items to this list that are relevant/specific to your event).

Clear objectives/plan

- Does your committee or organisation have a clear objective?
For example 'to have a multicultural festival that includes all groups in the area.'
- A time-line?

Publicity

- Have you generated pre-event publicity?
- Have you notified the media of the event and best photo opportunities?
- Have you considered sustainable practices?

Venue

- Is the venue suitable for the event?
- Is there a contingency plan for the venue in case of inclement weather? ie. cover, marquee.
- Do you need an alternative in case of inclement weather?
- Have you organised the venue to be cleaned prior to and after the event?
- Do you have a floor plan for the venue?
- Is there the right power type for the site?
- Will vehicles need to access venue? eg. Stage delivery. If so is this possible?
- Are the acoustics suitable?
- Are there obstruction to sight lines? eg. pillars, trees.
- Do you have a key to the venue?
- Alarm code?
- Catering facilities?
- Access for the disabled?
- Have you considered sustainability and how you can green up your venue of choice?
-

Facilities

- Is there adequate car parking or public transport to the venue?
- Has the power been checked to see if it is in working order?
- What is the seating capacity? Is this adequate?
- Does the venue have cooling and heating facilities?
- Are toilets available or do they need to be hired? (the ratio for toilet facilities is one (1) toilet per 250 people).
- Do you require water supply? If so is there any?
- Have you considered sustainability and greening up your event?
- Is there a place for entertainers to change?
- Is the lighting suitable?
- Do you have first aid facilities?

Legalities

- Do you have public liability?
- Will you need security/appropriate authorities?
- Have the Police and Council been informed and appropriate approvals been granted?
- Will you need special approval? eg. road closure, liquor license, Aquatics license or fireworks permit.

Human resources

- Is there enough personnel for the day?
- Is there a coordinator?
- Is there a telephone number contact list?
- Communication – 2-way radio/mobile phones?

Sponsor

- Sponsor signage organised?
- Do you have reserved car parking and seating for sponsors and VIPs?
- Sponsor attendant? eg. to meet, greet and look after the sponsor.

Equipment

- Bunting
- Business cards
- Camera, films and spare battery
- Catering
- Certificates or trophies
- Change rooms
- Chairs
- Cheques for payment/receipt book
- Contact list of all entertainers, staff, equipment hiring companies etc.
- Cover
- Decorations
- Drinks for staff and entertainers

- Folder for paperwork
- Food stalls
- Lectern Marquee
- MC and speech notes
- Microphone and public address system
- Mobile phone
- PA and sound engineer
- Power
- Programs
- Projector
- Screen
- Signage
- Stage
- Stage Cover
- Stationary
- Tables
- Table coverings
- Toilets
- Waste bins
- Water
- Water glass

Part 7

Marketing & Promotion

— made easy



Marketing & Promotion

– made easy

How to write a media release

To assist in promoting your event, festival, activities and projects this section provides you with an example of a media release and guidelines on how to format information about your event, project or activity.

You will need to provide the following details:

- Date – this is the date of when you are sending the release and tells the journalist that they can run a story anytime from then on.
- Headlines – This is your chance to grab attention. Summarise your story in active language in 8 words or less
- Opening Paragraph – The opening paragraph should have the most important facts of the story and include who, what, when, where and why of the story in 25 words or less.

In the example given:

Who = Local Centenary of Federation Committee

What = Launch of Community History project

When = Date of event, Saturday 12 March, 10.00 am – 2.00 pm

Where = Bathurst City Town Hall

Why = To celebrate Centenary of Federation

- Second Paragraph – Develop information in the first paragraph adding some context and names.

This is your opportunity to tell some of the details of the story. Who said what about what; what is the significance of the story?

Ideally the second paragraph will have a mixture of quotations and statements of fact.

- Quotes – Quotes should use catchy, colourful language. This is the only part of the media release you can guarantee will be run as written! Quotes should also express an opinion rather than facts.
- Enquires – News organisations often don't work on 9-5 timetables, so it is crucial that you include contact details for further information and a statement on who is available for interviews. It is essential to include after hours and mobile numbers for interviews.
- Remember – Editors cut from the bottom of a media release. Be sure that all the essential information is included in the first paragraphs.
- Length – One page is a good guide
- Timing – Be aware of the media's deadlines and send information in plenty of time.
- Follow up – A phone call to make sure it arrived.

On the following pages there is mock up example of what a media release may look like and an actual media release which was used to promote a Centenary of Federation event.

New South Wales
Centenary of Federation



SAMPLE

MEDIA RELEASE

DATE

Heading

Local Centenary of Federation celebrations and activities get underway this Saturday 12 March with the launch of a community history project at The Bathurst City Town Hall.

The community history project is a collation of artefacts, letters, photographs and newspaper articles documenting the historic Peoples Convention in 1896 which made the City of Bathurst a 'Federation Town'.

"It's appropriate that our exhibition will be held in the very same hall where over 100 years ago, the push for Federation was ignited and various constitutional models were discussed," Centenary of Federation Committee Member Lyn Hall said.

"With this exhibition, we hope to educate and inspire pride amongst people that the City of Bathurst was such a major contributor to Australian history," Mrs Hall said.

The City of Bathurst History Project is open until 5 August and is free of charge to the public.

For further information about the project and opening hours please call The Bathurst City Town Hall on 02-6332 0455.

For further media information, please contact:

(include name and business/after hours contact numbers)

New South Wales
Centenary of Federation



MEDIA RELEASE

(INSERT DATE)

NSW celebrates The Centenary of Federation

Major celebrations, events and activities are planned across New South Wales as preparations for the Centenary of Federation in 2001 get underway.

Commencing on 1 January 2001, with a giant Sydney street parade and ceremony in Centennial Park, the year long program will allow all the people of NSW to participate and take part in a unique once in a lifetime opportunity to celebrate our great nation.

"The Centenary of Federation is an ideal occasion for Australians to reflect on our past, appreciate our democracy, take pride in our achievements and to look with confidence to the future," Chairman of the NSW Centenary of Federation Committee, Barrie Unsworth said.

"NSW played a leading role in the formation of our nation as we know it today, so it is fitting that our great State leads the way in the 2001 celebrations", Mr Unsworth said.

The NSW Centenary of Federation Committee have developed a diverse program of special events and activities after widespread community consultation which include:

- Journey of A Nation – The Federation Parade on 1 January 2001, celebrating 100 years of Australian Federation, historic achievements and challenges. The parade will feature 30 floats and 8,000 participants from all over Australia including regional representation, Aboriginal and Torres Strait Islander groups and young people, moving from the Sydney CBD to Centennial Park;
- Centennial Ceremony, on 1 January 2001, commemorating the achievements of our first century of nationhood, and representing the inauguration of Australia 100 years ago in Centennial Park, Sydney. The ceremony will combine spectacular pageantry with official addresses from leaders of our nation, and performers from around the nation drawn together in a modern and unique arena in Centennial Park;
- An Archival, Preservation and Cataloguing of Historical Materials Project to preserve and ensure historic materials are available to the people of NSW;
- A Community History project to bring together the local work of historians and groups to promote the knowledge of Australian history;
- An Aboriginal History Project to overcome deficiencies in the chronicle of the historical and continuing struggles of Aboriginal people;
- Introduction of the Maybanke (Anderson) Wolstenholme Women's Achiever's Award and the Premier's Centenary of Federation History Award;
- The Federation Towns Program to recognise the role played by Tenterfield, Corowa and the City of Bathurst in the achievement of Federation and major celebrations in these communities;

- Two international conferences considering the themes of Federalism and “What is it that holds a nation state together?”;
- The Barton Lecture Series, a challenging and provocative lecture series based on the common theme “What holds Australia together now? What has held Australia together in the past?”;
- The Travelling Federation Show, a commissioned theatre piece which will tour schools and communities throughout NSW providing an entertaining, creative and informative sight into the significance of the commemorations;
- Educational resources with close curriculum relevance which will be distributed to primary and high schools across NSW;
- Introduction of the Federation Star – a variety of Flannel Flower as the symbol of Centenary of Federation NSW .

The NSW Centenary of Federation Committee will meet with local community, arts and council representatives progressively throughout 2000 as community programs get underway.

For further information on how you can join your local committee or get involved in any of the exciting programs contact your local council and ask for the Centenary of Federation committee. Alternatively you can contact the Community Relations team at the NSW Centenary of Federation Committee on 02-8274 2044 for specific details.

For further media information, please contact:

Vida Campbell-MacKenzie –
0410 597 547
Capital Public Relations 02 9252 3900

Katie Melrose –
0413 307 849
NSWCOFC 02 9258 0044

Sponsorship Tips

In the section at the front of this kit, Chapter 2 explains sponsorship and provides useful tips and some information on obtaining sponsors.

The following are some sponsorship DO's and DON'T'S

Sponsorship Dos

- Only make a promise that you know you can keep
- Make your agreement binding by writing it down and having the sponsor and the committee chair sign it. Be specific and clear about who is agreeing to deliver what.
- Remember that sponsorship is a partnership and that both parties have to benefit. Consider what a sponsor can get out of your event program eg. A profile as a community supporter.
- Be creative. Consider benefits such as the chance to present awards or for staff to run an activity.

Think about a business that may want exposure in the other towns in the Shoalhaven and consider ways to help them with that promotion. Make it a “win-win” partnership.

- Develop clear levels of sponsorship, so that what each sponsor gives and gets is seen as fair.
Consider the dollar value of the goods or services they are providing. A Gold, Silver and Bronze level sponsor system may be appropriate.
- Ensure there is good communication among the members of your committee. Make sure you know who is approaching whom for what. You may want to nominate a small team or one person to be responsible for seeking sponsorship.
- Get the sponsors involved in the planning and decision-making, and keep them informed of your progress (eg. Invite them to several committee meetings throughout the year for a progress update).
- Remember to personally and publicly thank sponsors for their support.

- This can be as simple as a letter, during a speech, an ad in the local paper or posters hung on bulletin boards and in shopfronts. Send your sponsor photos showing how you acknowledged them at the event.
- Ask sponsors for feedback during planning and after the event so you can work together to improve next year.

Sponsorship DON'Ts

- Don't sign up organisations in competition businesses eg. Shell and Ampol unless they are both happy with this arrangement.
- Don't approach a sponsor cold – learn as much as you can about their needs and goals before you approach a business or individual for help. Access their website, read their brochures and catalogues or chat to the manager about their plans before asking for help. Maybe one of your committee members knows the manager socially and can make the first approach.
- Don't under-value your event and offer more benefits than the sponsorship is worth. Make sure you enter into a partnership where both parties benefit. The sponsorship needs to pay for the activities and benefits you are offering, otherwise it costs you money.

Sample Sponsor Letter

Insert Date

Insert Name of Sponsor

Address

Dear (Insert Name),

Centenary of Federation

The (Insert name of committee) will be organising activities to celebrate The Centenary of Federation in our area. We are sending you the enclosed sponsorship proposal that outlines the opportunities available for these celebrations that mark this important civic milestone in our nations history.

To commemorate this most important occasion our local program will include: (Insert list of events, activities and projects)

As a volunteer committee we work with very little money and rely a great deal on the support of volunteers and the good will of organisations such as your own. Your support would provide significant exposure for your organisation in our community. Benefits to your organisation are outlined in the attached document.

I would be happy to meet with you to discuss, in more detail, your participation in The Centenary of Federation celebrations.

Please don't hesitate to call me on (insert phone number) if you have any further queries.

I look forward to hearing from you.

Yours sincerely

(Insert Chair's name here)

(Insert Committee Name here)

Part 8

Event Management Service

— forms for assistance



Event Management Service

– forms for assistance

What is the application process?

The application process is simple and streamlined. Event organisers are required to complete the Sustainable Events Application Form. On receipt of the form, the Events Liaison Officer will assess the application and if required an appointment will be made with the Development Advisory Unit to discuss the event.

Where can I obtain a Sustainable Events Application Form?

Copies of the Sustainable Events Application Form are available via Shoalhaven City Council's www.shoalhaven.nsw.gov.au or Events Liaison Officer.

Want to know more about Council's Event Management Service?

Council's Event Management Service can also provide information on How to Promote your Event, How to Gain Sponsorship, How to Conduct Post-Event Evaluation, Risk Management, Event Planning and Budgeting.

The Shoalhaven City Council encourages event coordinators to make contact with Council's Event Liaison Officer who can provide you with assistance. **Should you wish to find out more simply call Shoalhaven City Council's Events Liaison Officer.**

Instructions:

The Sustainable Events Application Form provides information to assist and support event organisers.

Here's how the process works:

Complete the Sustainable Events Application Form ensuring that you complete all sections relevant to your event.

- All requests to host events in the City of Shoalhaven must be received by the Shoalhaven City Council 90 days in advance. Ninety days are necessary to ensure that all required resources are in place to support your event(s).
- Please submit the completed form and forward to Shoalhaven City Council, PO Box 42, Nowra NSW 2541 or Fax 02 4422 1816 or email to council@shoalhaven.nsw.gov.au. On receipt of this application we will contact you to discuss further details concerning your event.
- If you have difficulty filling out the application, or have any questions please contact Shoalhaven City Council.

In the meantime every success for a great event!

– Event Planning Schedule

Thinking of holding an event in the Shoalhaven?

Then consider the following things to do.

12 months ahead

1. Start to organise – appoint steering committee.
2. Agree an outline event program looking at key issues (venue, insurance, licensing, permissions, etc.).
3. Share out jobs across your committee.
4. **Investigate a site** (bearing in mind parking considerations) eg. local park, pedestrian precinct, hall.
5. **Initial talks with local authority officers** – Licensing re: entertainment, street trading and collections, Highways re: road closures, traffic orders, etc. contacts to help including emergency services, publicity and funding opportunities, etc. Development Control re: planning permission, advertisement consent, etc. Environmental Health re: noise, catering, etc.
6. **Initial talks with emergency services** – Police re: highways, crowd control, stewarding, selling of alcohol, etc. Fire re: access, equipment on site, etc. Ambulance re: first aid procedures, etc. Volunteer Coastguard re: water-based events WorkCover re: Fireworks, Air Traffic Control – flight path.
7. Undertake risk assessment to flag up any Health & Safety issues.
8. Encourage local community groups to get involved with the project.
9. Draw up rough outline budget and list ways of raising funds towards the staging of the events, eg. grants and business sponsorship plus help in kind – all to cut costs.

10. Assess whether the project is viable at this stage taking into account costs and events limitations.
11. Apply for grant application packs with local authority and others. Circulate sponsorship requests with commercial businesses, etc.
12. Notify Shoalhaven Visitors centre on 4421 0778 to verify there are no other major events that coincide with your event date.

Nine months before

... as before plus:

1. Review meetings with relevant local authority officers.
2. Review Risk Assessment.
3. Prepare grants application and send.
4. Investigate public liability and wet weather insurances required for event.
5. Draw up draft site plan and circulate to relevant local authority and emergency services contacts for comment prior to general committee.
6. Check for artists and entertainers availability including Insurance cover and references – if happy make provisional booking.
7. **Check availability and confirm costs of equipment** eg. marquees, generators, toilets, barriers, radios, etc. including Insurance cover on equipment.

Six months before

... as before plus:

1. Review meetings with relevant local authority officers.
2. Review Risk Assessment.

3. Prepare licence application and send.
4. Check funding progress from local authority, businesses, etc.
5. When incoming funding confirmed set out revised budget sheet, and trim or expand project accordingly.
6. Confirm booking of artists with contract.
7. Confirm bookings of major equipment hire.
8. Agree when and to whom press releases should be sent – first release sent at this point.
9. Apply for license to sell alcohol.
10. Start contacting potential stallholders.

Three months before

... as before plus:

1. Review meetings with relevant local authority officers.
2. Review Risk Assessment.
3. Produce Draft Emergency Plan.
4. Check for progress of relevant licenses – if you have not been granted a license you may need to amend your event, it may not necessarily need to be cancelled.
5. Apply for road closure/traffic orders and to erect temporary directional signing.
6. Update meeting with emergency services.
7. Appoint key task team members and circulate information to team.
8. Start getting artwork together for fliers and posters – Agree on text and design – Agree distribution and quantity.
9. Check on Communications Plan.
10. Confirm stallholders.

Six weeks before

... as before plus:

1. Advertise at premises for occasional public entertainments licence.
2. Check on Communications Plan.
3. Print fliers and posters and distribute.

One month before

... as before plus:

1. Review meetings with relevant local authority officers.
2. Review Risk Assessment.
3. Finalise Emergency Plan (ie. evacuation procedures, fire points, etc.).
4. Make final checks on artists, equipment hire, stalls, catering, beer tent, etc., including insurance cover for relevant items and services.
5. Organise clean up teams.
6. Train Team crowd/traffic control/emergency procedures/general information/basic fire fighting.

Day before

1. Erect temporary signing in agreement with Council and the RTA.

On the day

1. Final team briefing.
2. Erect road closure signs/barriers at opening.
3. Dismantle at closing.
4. Follow own pre-prepared 'check list' to avoid overlooking any details.

On the day after

1. Remove temporary directional signing and posters.

Review within two weeks after the event

Post-event de-brief meeting to be held within 2 weeks including event report and opportunity for all agencies to comment on running of event for future reference.

– Event Checklist

The following checklist is not a definitive list of everything you will ever need to remember, nor will you need to consider everything listed here, it is however a useful tool to help you produce your own checklist personal to your event.

Access times	Catering
Accommodation	Ceremonies
Accounts	Chairs & tables
Accreditation	Changing rooms
Acoustics	Checklists
Administration	Child safety
Admissions	Church Services
Advertising	Civic receptions
Ancillary activities	Cleaning up
Ancillary facilities	Cloakrooms
Announcements	Commentators
Appeals for funds	Committees
Appeals for volunteers	Communications
Applications (for participants)	Complaints
Arrival arrangements	Complimentary tickets
Artwork	Concessions
Audience (to be targeted)	Contact lists
Badges	Contingency plans
Banking	Contracts
Banners	Copyright
Barriers	Crèche
Bookings	Critical plan document
Budgeting procedures	Crowd control
Cancellations	Customer care
Car parking	Date
Cash flow/change	Decoration
	Delegate packs

Departure arrangements	Hotels
Dietary requirements	Identification
Diplomacy	Image
Disabled facilities	Income/expenditure
Display boards	Information
Displays	Insurance
Documentation	Interpreters
Drug testing	Interviews
Electricians	Invitations
Emergency plan	Invoicing
Emergency procedures	Legal aspects
Emergency services	Liaison officers
Entertainment	Licences (including liquor)
Entry arrangements	Lifeguards
Equipment	Lighting
Evaluation (post event)	Local authority
Event handbook	Logos
Exchange facilities	Lost children
Exhibitions	Lost property
Exit arrangements	Maintenance
Facilities at venue	Manpower
Fencing	Maps
Films	Market research
Finance	Master of Ceremonies
First aid	Medals
Float of small change	Media
Floral décor	Medical provision
Franchise arrangements	Meeting plans
Fund-raising	Menus
Green initiatives	Message board
Guests	Monitoring
Hiring	Music
Hospitality	Numbers participating
Hosting	Offices

Officials	Registration
OH&S Act	Rehearsals
Passes	Religious services
Patents	Research
Patronage	Safety
Permits	Sales
Photocall	Schedules
Photography	Score-boards
Planning	Seating
Policing	Seating arrangements
Political support	Secretarial services
Post event arrangements	Security
Poster sites	Services (plumbing, etc.)
Power supply	Shops
Practice facilities	Signposting
Presentations	Souvenirs
Press conference	Speakers' requirements
Press launch	Spectators' arrangements
Press room	Sponsorship
Prestigious supporters	Staff/stewards
Printed program	Staging
Printing	Stationery
Prizes	Stockchecks
Program of the day	Storage
Protective clothing	Structures (or organisation)
Protocol (public entertainment, etc.)	Subsistence
Public relations	Support services
Publicity	Sustainability
Radio	Team liaison
Receipt system	Technical equipment
Reception areas	Technical requirements
Refreshments	Technicians
Refuse areas & disposal	Telephone
	Tickets

Time	Two-way radio
Timetable	Uniform
Toilets	Ushers
Tourist services	Venue(s)
Traders/exhibitors	VIPs
Trading laws	Visitor facilities
Traffic control	Warm up
Training	Waste disposal
Transport	Weather contingencies
Travel (agents)	Work schedules
TV	

– Legal requirements

Licensing

If you are organising an event where the public will be attending, it is always a good idea to contact Council to discuss the activities that will be carried out, so they can ascertain whether a licence will be necessary. It is advisable to make contact early in your planning stage to avoid fruitless work.

Street Collections

If you are organising a charity event where people will be collecting, you may require a permit.

Street Trading

If you are organising an event where traders may be involved, ie. balloon sellers, fairground rides, etc., it is necessary to phone the Council to organise consent. This can be a lengthy process so it is necessary to give as much notice as possible for this type of licence. If these are a few traders as part of an overall event, the Council may consider granting one permit only to cover all traders.

Planning Regulations

Attention should be given to the fact that there may be a need for planning permission and other consents under planning legislation and planning constraints may affect particular activities. For further information on how planning regulations may affect your event you should call Council.

Health and Safety

Health and safety deals with what is foreseeable. As a result legislation is provided which deals with duties for those persons responsible for health and safety. Some duties are absolute and must be done, whilst others deal with degrees of reasonableness. This may be different for every event, but the process remains constant.

The NSW OH&S Act 2000 and subsequent regulations outline the legal requirements for all events organisers to follow. These should be seen as the basic standards for health and safety, and therefore the minimum needed to organise an event safely. The enforcing authority for health and safety at most local events is WorkCover NSW. Notifiable accidents (this includes accidents to members of the public) must be reported by the quickest possible means available under the accident reporting regulations to WorkCover NSW.

Health and safety should be a natural part of the planning process and form part of the production schedule. As different parts of the event are pieced together their implications towards the health and safety plan for the whole event should be assessed.

The simplest and arguably the most important skill used to achieve good organisation is that of Risk Assessment. Risk assessment is the art of determining what is likely to cause harm and how to prevent it. Those things that are unlikely to cause harm need only be looked at briefly,

whereas those events that are likely to cause harm need to be investigated and that harm controlled. The priority must always be to eliminate harm, but it is not always possible. The hierarchy of controls to reduce harm may be given as:

1. Eliminate the task likely to cause harm.
2. Substitute the harmful task with one that is less likely to result in harm.
3. Modify the task to reduce the likelihood of harm being realised.
4. Engineer controls to limit the harm caused.
5. Protect the group or individuals likely to be exposed to harm.

Using a general risk assessment form, each part of the event should be noted separately stating what hazard it presents, whether there are existing controls in place and who may be affected by the hazard if it is uncontrolled. This can be seen as a mind clearing exercise, where you can write down all the various parts of the event and see how they affect the final outcome. It is at this stage that the event changes from a good idea to a planning exercise and from an exercise to an event. Headings to look at may be:

1. **What type of event are you intending to put on?** for example: fundraising or entertainment. Give it a name, it helps to focus. It can still be changed later.
2. **Who is putting the event on?** If you have more than five staff, then you should have a written safety policy. Are you employing sub-contractors to carry out work, who are they and how do you know whether they are competent? For health and safety purposes someone in employment means everyone involved in the event, whether paid contractors or unpaid volunteers. Competence is a term often used in health and safety. It implies that a person or persons have sufficient knowledge and experience to carry out a particular task or series of tasks in a safe and professional manner.

Competence can be determined in a number of ways:

- (a) **Health and safety policy statement.** Professional companies should have them.
 - (b) **Risk assessments.** They should have risk assessments for the work they are to carry out.
 - (c) **Qualifications.** Does the task require training eg. electrician or scaffolder.
 - (d) **Test certificates** for equipment. All electrical equipment should be tested and have a test date clearly marked on it.
 - (e) **Experience.** If you have used the same company for a number of years. You will be in a good position to determine whether they are capable of carrying out the task required safely, but if you give them a different task you must be assured that they can do it safely.
3. **Where are you intending to carry out the event?** The location will have a direct bearing on the type of event you can put on. Is it suitable for the type of event you envisage? Does it have sufficient capacity for the number of people expected? Are the access and exit routes suitable? etc.
4. **When is the event to take place?** You should consider not only the time of year when the event is to be held, but is it to take place during the day or the night. The potential for harm to be realised is greater at night than during the day.
5. **Welfare.** Have you made sufficient provision for welfare during the setting-up of the event, during the event, and taking down of the event? There are guidelines for the numbers of toilet facilities required. What first aid cover is to be provided and by whom? Do you have an Accident Report form? Don't forget that some accidents **MUST** be reported by the fastest possible means to WorkCover NSW. Have you made provision for lost children?

6. **Emergency plan.** Now that those areas likely to result in harm have been identified, specific hazards that have been identified should be looked at in greater depth and should be cross-referenced to the general risk assessment. The results form the basis of the emergency plan for the event. Do not forget a fire and evacuation plan. The enforcing authority for all fire related legislation is the local Fire Brigade.

Now that you have your health and safety plan in place you must communicate it to everyone involved in the running of the event. They must know who is in control and what to do in case of an emergency. Keep them informed throughout the planning and running of the event. Include the emergency services in your distribution list. They are always available to offer advice.

Finally, don't forget the insurance cover for the event. An APRA Approved insurance Certificate of Currency for Public liability to the amount of \$10,000,000 and noting Shoalhaven City council as an interested party is now an accepted standard.

Any contractors engaged should be similarly insured. Ensure that your insurers are provided with copies of your risk assessments and emergency plan. They may be able to advise you on planning your event. They may not be so forthcoming if the first thing they hear about the event is a claim.

Food Safety

Organisers of events should be aware of the requirements of current Food Safety legislation even though they may not be actually running the food operation themselves.

Organisers should ensure that the following are available and conveniently accessible to the operators of catering outlets:

1. An adequate supply of potable water.
2. An electrical hook-up if necessary for the safe operation of catering equipment.
3. Adequate facilities for the disposal of refuse and food waste.
4. Adequate toilet facilities for the use of food handlers.
5. Facilities for the preparation and handling of food such as sinks, etc. and for the cleaning of food and equipment.
6. Adequate facilities for persons handling food to maintain adequate personal hygiene.

Organisers should additionally ensure that operators of mobile food outlets are registered with Council. A copy of the registration should be kept on the unit and be made available for inspection.

A list of all food outlets together with their home addresses and local Environmental Health Departments should be maintained by the event organiser and be made available to Environmental Health staff prior to the event so that a judgement may be made as to whether a visit to the event is necessary.

Should organisers wish to operate food outlets themselves it is important that suitably trained and experienced staff are employed and that the facilities provided are suitable for the purpose for which they are intended. Further advice and guidance on Food Safety matters may be obtained from Council's Environmental Health Department.

Insurance

Generally insurances are a last minute thought when organising an event especially as it is considered to be an additional cost, or if a previous event has passed off successfully with no problems. However in the event of an accident, people look for someone to blame or accept responsibility so the need for insurance cover becomes a necessity rather than take the risk.

The following guidelines are to assist you:

If you are participating in an event that is organised by the Council, or where assistance is being provided by the Council, or being held on land or property belonging to Council, then before the event you will be asked to supply details of your current insurance policy.

You are strongly recommended to seek advice from your own insurance company or broker. Failure to do so could result in the events organiser becoming personally liable if an incident occurs.

Roads and Transport Authority

The RTA has a duty to keep its highways free of obstruction and in a condition, which allows the safe passage of people and goods. Factors affecting the public highway, which need consideration when planning for event are as follows:

1. Temporary road closures.
2. Diversion route for traffic.
3. Temporary traffic orders.
4. Temporary signing.

In the first instance any of the above factors should be reported in writing to the RTA.

Traffic planning timetable

6-12 months in advance – initial discussions and a site meeting are required to take place to ascertain the likelihood of road closures, etc., and what effects these will have on:

- a) The road user
- b) Effect on businesses and services
- c) Public safety
- d) Car parking

3-6 months in advance – applications for road closures (following initial meeting) must be made to Council and Police, including possible Temporary Traffic Orders.

3 months in advance – applications for Temporary Signing to the event must be made.

2-4 weeks in advance – RTA will place notices on-site informing of any proposals that will affect the Public Highway (following advertisements and consultation).

1 day before the event – all temporary signing to the event needs to be in place and removed one day afterwards.

Day of the event – all road closed signs, including barriers and diversion route signing needs to be in place and removed immediately after the event.

Council Parking

Councils operate public car parks and disabled parking is available in all car parks. Council is also responsible for the enforcement of on-street parking contraventions. Some events may require roads to be coned in order to prevent cars parking. In order to enable this to be carried out legally, events organisers must apply to Council for permission.

6 months before the event – Events organisers are responsible for informing all residents of the roads where the temporary traffic orders are in place of the impending parking restrictions. Council Parking will typically place and remove cones on all roads covered by the order, but events organisers will be held responsible for the cost of lost or stolen cones. It is anticipated that cones will be removed immediately after the event, in order that losses may be kept to a minimum.

Council Engineering Support

The local Council has responsibilities that cover a wide range of engineering services, and are therefore able to offer professional advice and support to events organisers in a number of ways. The key aim is always to work to ensure effective control of issues such as:

- Provision of sufficient toilet facilities.
- Litter control.
- Rubbish collection.
- Direction signing to events.
- Managing the proper use of Council land.

In order to enable the best advice to be given, organisers should try to give a reasonable lead-time particularly where the event will involve the provision of additional toilet facilities or extensive litter control measures.

Toilet Facilities – specific support can range from arranging for late opening and/or additional cleaning of facilities to the provision of Portaloos.

Litter Control – advice can be provided to organisers on sufficient numbers of litter bins required for their event.

Direction Signing – advice can be given in conjunction with the Council's roads section to ensure that any direction signing needed meets the required standards and is erected so as not to conflict with existing signage.

Managing Council Land – before any events take place on Council land it is important to ensure that any measures needed to protect flowerbeds, street furniture, etc., are taken. By taking account of this at the planning stage potential problems can be avoided.

Emergency Services/Outside Agencies

Some events may require you to notify the emergency services or other agencies. For large events it is always advisable to contact the Police well in advance. You should also inform the Fire Brigade and Ambulance in writing, particularly if there are fireworks or large crowds.

– General Advice

The Council will liaise with relevant internal bodies to consider what further information is required from you.

For larger events this is likely to include details of a RISK ASSESSMENT for the event.

Written risk assessments are the only way for authorities to ensure all necessary areas have been considered and appropriate measures are to be in place for the event to protect Public Safety.

A **Risk Assessment** should be carried out for all the component parts of your event.

- Look at all the activities in your event;
- Make a list of the dangers, which are involved in these activities;
- Consider whether any of these dangers might cause harm to the people attending the event or to organisers/helpers;
- Write down the measures, which are to be put in place to remove dangers to an acceptable level.

If you are involved in organising or planning an event that will be open to the public, it is necessary for you to consider the following points:

- Have all aspects of public and organiser safety been considered?
- Are contingency arrangements in place?
- What level of Public Liability Insurance will be needed for the event?
- Has the appropriate notice been given to relevant authorities and emergency services?
- Has the approval for event activities, for example road closures, been obtained?
- Have you checked that your event does not clash with a neighbouring event?

Your first step should be to consult with Council. They will be able to advise you about Risk Assessments, legal requirements and what other public service departments you will need to contact when planning your event.

You will need to satisfy yourself that you will have the necessary controls in place so that public safety is protected and legislation is not breached. If an incident occurs at your event, and legal proceedings are initiated against you, it is useful to provide evidence to show that reasonable and responsible measures have been taken to prevent incidents from arising at the event.

Depending on the size and type of public event you are planning, the Council is likely to require the following information from you:

- The name and contact details of the organiser
- Outline of the event
- Proposed date, start and finish time of the event
- Proposed venue
- The approximate number of vehicles and people expected.
- The main areas of risk to public safety
- Details of sanitary facilities for the event
- Details of first aid facilities that will be present
- Details of catering facilities for the event
- Crowd Control arrangements
- Intended use of Public Highways and routes if appropriate
- Parking arrangements
- Insurance details
- Fire Protection facilities that will be available
- Emergency vehicle access arrangements
- Contingency plans for possible eventualities
- Copies of any Risk Assessment that has been undertaken for the event
- Details of sustainability measures considered and implemented

– Voluntary Accredited Traffic Controllers

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– Parade Checklist

- Parade route approval
- Traffic management
- Emergency Response plan - police fire ambulance, security
- List of participants
- Order of participants
- Confirmation of date and time
- Meetings scheduled
- Event manual created including production/run sheets
- Information distributed to participants
- Equipment needed
- Staff required, trained and uniformed
- Entertainment - secured and scheduled
- Confirmation of subcontractors including cleaning, waste, catering, transport
- Method of transport during the parade
- Media strategy - including camera sightlines and security
- Notification of impact - shops, residents
- VIPs secured and operation impact measured (e.g. extra security)
- Contingency plan including weather
- Assembly area secured, marked out and equipped
- Disassembly area prepared
- Barricade setup and breakdown schedule
- Briefing times established
- On site communications check - handhelds, mobile phones, loud hailers, sound system
- Debriefing and site check

Just a few notes on parades

Staff and volunteer uniforms

If your staff are to be really helpful then the parade participants have to be able to find them. A distinctive uniform (I've used local council bright orange T shirts and white hats) can be a great communication help. When there is an emergency the staff can be quickly spotted. Different coloured uniforms can be used to indicate different jobs – a colour coding which assist the participants to find the right person.

Assembly points

The assembly area is very important to the success of the parade. It needs to be clearly marked for the different groups or themes to the parade. Where they are placed prior to the parade involves a web of decisions – who will go first?, how will they get out of their area easily?, what can fill the possible hole in the parade? Also it is where the participants can leave their extra gear - so security is an issue here. A parade that ends up at the assembly area means that this gear does not have to be carted to another area.

The area is used for the last briefing before the parade and the inspection for safety and design.

Parade Order

The order of the participants in a parade is a fascinating matter of both artistic and practical design. For example, placing brass bands and highland pipe bands near each other leads to a mix of tempo as they play at slightly different tempi.

To the spectator, the passing sights and sounds can have a developing artistic rhythm that should be well planned to give the right rise and fall of excitement