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# INTRODUCTION TO EVENT MANAGEMENT

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Resource produced for the  
City of Port Phillip Community Group Training Program

City of Port Phillip  
Social Planning & Policy Department  
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This resource features some information produced in a Resource Kit prepared by Commonwealth Department of Family & Community Services for International Year of Volunteers 2001.

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# INTRODUCTION TO EVENT MANAGEMENT

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**Event management is the planning and management of an event, project or activity.**

## Introduction



The City of Port Phillip and the many organisations located within it have a strong history of holding events, attending events and enjoying them too. Events are various in nature and can be one off, annual or more regularly run, they can run for a few hours or over a few days, staged in one location or over multiple venues, can involve members of a particular organisation or may be

run in partnership with other organisations.

Successful events are exciting and provide benefits for everyone involved though if they go wrong, then the experience of participating in or organising that event can be a very negative one.

Events rely on careful consideration and organisation skills and successful events are due to the combined efforts of a range of people. Regardless of what your event is, big or small, the process and steps outlined in this resource are the same.

The amount of resources invested in your event and each step of your event, will be determined by the nature of your event. Not every item outlined in this resource needs to be completed but they all at least need to be considered.

Successful events need to be carefully planned. In this resource we hope to outline the processes and resources required to run an event and to provide a structure of planning and managing your event.



# Develop the event concept

It is important when staging an event to be clear and articulate up front WHY it is that you are conducting your event. There may be a number of reasons for conducting an event such as:

- ◆ inform and educate the community about a cause
- ◆ obtain media coverage for an activity
- ◆ to raise funds
- ◆ to celebrate a community's strength and cohesiveness
- ◆ awards / presentation

The key questions to ask at this early developmental stage are:

- ◆ What is this event for?
- ◆ What form will it take?
- ◆ When and where will it be held?
- ◆ How will the event benefit participants?
- ◆ What could be barriers?

## Scope of the event

Organisers should also clarify WHO the event is for. Most events will cater for a variety of interest groups such as:

- ◆ the local community
- ◆ the Australian community
- ◆ organisation members
- ◆ current and potential sponsors
- ◆ media
- ◆ potential members

To some extent the answers to why you want to run an event and who for will dictate the type of event you will conduct. For example, if you are conducting an event to thank your current members / volunteers for activities throughout the year, you may decide for a small dinner / BBQ / cocktail party. If though the aim of your event is to thank current members and try and attract new members, you may choose to have a larger, more public event with invitations going to the media as well.

## Street Life Kit

If you are an individual and the event you want to run is actually quite small and relates to your neighbourhood or street, then maybe what you need is the Street Life Kit.

The Street Life Kit will provide ideas to inspire you to create simple events to meet people who live in your street, as well as practical guidelines to ensure these events are a success. It also includes ideas for creating ongoing and sustainable connections in your local community. The Port Phillip Community Group can assist you to organise your street party and can also provide a BBQ and cover public liability insurance for individuals. To get a copy of the Street Life Kit please contact Port Phillip Community Group on 9534 0777.

# Feasibility of the event

In helping you to determine the feasibility of your event, and therefore if you will actually go ahead with it, some key questions to ask include:

- ◆ What physical resources are available (facilities and equipment) or accessible to support the event?
- ◆ What are the costs (time, personnel, money) without going into a detailed budget yet.
- ◆ How can any potential barriers be overcome?
- ◆ Is there sufficient time for planning?

Once it has been ascertained that you do have the necessary resources and it is feasible to undertake the event, planning can begin.

Check the timing of your event does not clash with any other key events.

## Planning & Preparation

It's crucial to put in the necessary time and effort into planning and preparation for your event to ensure that it's a successful one.

### Event Coordination

Regardless of the type and size of your event, you should establish a formal 'event committee' consisting of committed members who are clear about their skills and what they are prepared to contribute. One person should lead the project as the Event Coordinator.

The event coordinator will need to be well organised, a good leader with great communication skills and able to generate enthusiasm. It is their responsibility to keep track of the event as a whole and to assign tasks to the event committee.

The event committee may consist of other members of your organisation, members of other organisations if it is a joint event, volunteers and other interested parties. The size of the committee is dependent on the size and complexity of the event.

Someone, usually the event coordinator, needs to be identified as the final decision maker. One person needs to lead and make the final call on all decisions and take on the overall responsibility of the event. This needs to be clear to all that are involved with the event.

Delegation of duties and tasks is crucial. As early as possible outline the responsibilities of each member, their tasks, their deadlines, the resources available to them, reliance on other members for support and any interdependency of tasks. Open and clear communication is necessary to ensure tasks are completed.



## Develop budget and monitor finances

The development of the budget is usually the responsibility of the event coordinator with input from the whole committee. The budget needs to include all essential costs for the running of your event. A budget needs to be developed very early in the event planning phase so all people associated in the event are aware of how much money they can spend for their associated tasks.

Your budget needs to outline expenditure and income for the event. To help you estimate the costs you could:

- ◆ call for quotes
- ◆ use budgets from previous events
- ◆ compare notes with someone who has done a similar project

A budget template (attachment 1) has been included at the end of these notes. Keep in mind that you may not have costs for all the items that are listed in the template eg. you may not have postage costs if you are delivering invitations to people, you may not have public liability costs if your organisation has existing public liability and it covers events.

Your budget should include an amount for 'contingency' dollars for unexpected expenses (normally 10 - 15% of total budget expenditure).

Don't forget to include the possible income for your event. All sponsorships should be noted as income. Also include any costs incurred in obtaining the sponsorship.

### **Possible Event Costs to consider in your budget**

◆ Wages / Salaries	◆ Travel costs of VIP's / guests	◆ Graphic Design Costs – invitation / program
◆ Accounting / audit fees	◆ Accommodation / food etc of VIP's / guests	◆ Printing costs – invitation / program
◆ Public Liability	◆ Personnel such as ushers / car parking	◆ Postage / couriers
◆ Advertising	◆ Presenter fees	◆ Venue hire – enquire about extra costs for hiring seating, tables, kitchen facilities etc.
◆ Stationery	◆ Entertainment Costs	◆ Venue Cleaning
◆ Photocopying	◆ Equipment needs of entertainers	◆ Thank you gifts to presenters / VIP's etc
◆ Telephone	◆ Catering – food at event	◆ Thank you gifts for volunteers.
◆ Permit Fees	◆ Catering – drinks at event	◆ Contingency Costs
◆ Equipment Hire such as public address system, crockery, cutlery, glasses, audio/visual	◆ Catering staff for event	◆ Hiring translators / sign interpreters
◆ Hire of Marquee (in case of rain if outdoor)	◆ Catering costs for committee meetings	◆ Hire cost of security at the event, overnight if expensive equipment is left overnight?
◆ Photographs of the event, video taping etc	◆ Paramedics or St John	◆ Uniforms (staff, volunteers)
◆ Venue decorations	◆ Letterboxing a neighbourhood – do you do it yourself or employ someone to do it	◆ Food handling /safety compliance
◆ Transport	◆ Waste management – clean up fees	
◆ Internet / website	◆ Awards, plaques, certificates, prizes, prize money	
◆ signage		

### **Possible Event Income to consider in your budget**

◆ Grants	◆ Loans	◆ Donations
◆ Sponsorship / in kind support	◆ Entry fees / Box office / Ticket sales	◆ Merchandising

Drawing up a cash flow budget is also advised. A cash flow budget estimates when money is to be received and when it is to be paid out. Plan for income to be received in time to pay for accounts. Some bills may need to be paid before revenue begins to flow in to your account so ensure that you have made the necessary arrangements to deal with this start-up phase.

As a safety measure, you may wish to nominate a cut-off date, when a final decision is made to proceed with the event or not. If income is not going to be sufficient to cover expenses, it may be advisable to cancel the event.

## **Identify Tasks and associated responsibilities**

Main tasks for the event must be identified, and individuals in the event committee appointed against each task. You may also like to assign milestones to particular tasks that will help the event coordinator monitor the progress of the event and catch possible trouble spots.

You may choose to assign particular event committee members to one or more tasks, dependent on their availability to assist and their particular skills and expertise. The tasks and actions listed below are not necessarily definitive and there may be cross over or interdependencies that you will need to consider. Some tasks may require a team of people to ensure their completion so there may be a need for subcommittees to be formed around a particular task.

Take into consideration all the resource requirements to complete each task and ensure you have allocated enough time, money and people (be they paid staff or volunteers) to complete each task.

Listed below are possible tasks for your event and possible associated responsibilities or considerations for each task. You may not need to provide all of the items listed below but they still need to be considered in the context of your event.



### **Program**

- ◆ How long should the event run for
  - ◆ Do you need to produce a program for your event
  - ◆ Do you need an MC, if so, who would be appropriate
  - ◆ Is entertainment required / appropriate, what sort of entertainment is appropriate, can you afford to provide entertainment
- 
- ◆ Should you leave time for networking
  - ◆ Gifts or acknowledgement for presenters or entertainment

- ◆ Bump In & Bump Out – who's going to set up your event and who's going to do the clean up?
- ◆ Will you require translators & signers?
- ◆ Will you require audio loop for the hearing impaired?
- ◆ Will you sell tickets, who's doing ticket sales, how much?
- ◆ Equipment requirements for entertainers
- ◆ Parking for VIP's, Sponsors and entertainers
- ◆ Do you need to provide transport?

## Facilities and Equipment

- ◆ Where will you hold your event, how big / small will the venue / location need to be.
- ◆ Will it be indoors, outdoors or both
- ◆ If an outdoor activity, will you need to ensure there is adequate shade from the summer sun or from possible rain.
- ◆ If outdoors, do you need power?
- ◆ Site decorations
- ◆ Traffic Management and VIP reserved parking
- ◆ Site layout, what will the floor plan look like.
- ◆ Waste management, are there adequate toilets for the number of people attending, clean up of the site, are there enough bins?
- ◆ What equipment do you need for the event eg. microphones & amplifier, tent, podium, audio visual etc
- ◆ Seating requirements, particularly for elderly
- ◆ Parking & public transport, how will people get there?
- ◆ Will you require overnight security if it is an event that runs for more than one day to look after equipment?
- ◆ Will you require security on the day of the event
- ◆ Do you require any Council Permits for your event?
- ◆ Will you require St John Ambulance to be there?
- ◆ Does the facility have Disability access
- ◆ Do you require a permit, do you need to let the police or the Council know you are conducting an event, do you require street closure etc.
- ◆ Will you need to provide child care, is there space for that.
- ◆ Will you need baby change rooms / parents rooms



## Promotion / Marketing

- ◆ Do you need to advertise your event more broadly than your organisation, if so how will you do it
- ◆ Do you want to have a consistent look and feel to your event
- ◆ Do you want the media at your event
- ◆ Do you require media prior to the event, on the day, post the event or all of the above

- ◆ How 'fancy' do the invitations / program etc need to be, should you use a graphic designer, do you have the resources to get professional graphic artist
- ◆ Do you want to consider selling merchandise eg. t-shirts, badges etc
- ◆ Invitations, who gets invited, who do you want to attend, VIP's, special guests
- ◆ Don't forget to include and RSVP on invitation
- ◆ Aim to have invitation out 2 weeks prior to event
- ◆ Do you require a plaque / certificate to acknowledge an opening or launch
- ◆ Do you require a photographer / someone to video tape

### **Catering**

- ◆ Do you provide catering for this event
- ◆ Do you provide a full meal or finger food
- ◆ Will you have to hire crockery and cutlery if you're providing catering
- ◆ Is it appropriate to have alcohol
- ◆ Vegetarians / special dietary requirements
- ◆ Will you require catering staff to serve
- ◆ Will you require a kitchen
- ◆ Does someone have the necessary Food Handling Certificates?

### **Finance / budget**

- ◆ Assign a person to take responsibility for the budget
- ◆ Details on budget elsewhere in this document
- ◆ Ensure all committee members that are responsible for tasks are aware of their budgets
- ◆ Ticket sales, how much
- ◆ Sponsorship – can you get some form of sponsorship
- ◆ Ensure people keep receipts

### **Insurance / Risk Management / contingency plans**

- ◆ Do you have / do you require public liability insurance
- ◆ Does your public liability cover you for this event
- ◆ Do you need to do a risk assessment for this event (information on risk assessment later in this document)
- ◆ Do you have contingency plans if things go wrong?

### **Volunteer Management**

- ◆ Will you require extra volunteers above and beyond the event committee both in preparation for the event and on the day
- ◆ If so, how will you recruit volunteers
- ◆ Ensure your insurance policy cover volunteers
- ◆ How will you recognise and thank them?
- ◆ For more details go to the Volunteer Management section of this resource.



## Task List

It may be useful to prepare a task list for each task or job that needs to be completed that outlines project timelines and the people responsible for tasks. At this early stage it is very important to be clear about what your expectations are of each committee member to ensure that all tasks and actions are completed in both a timely and effective manner.

The task list can be developed by the event coordinator in conjunction with the appropriate event committee member or the whole committee. An example below:

<b>Task: Prepare event program</b>			
<b>Action</b>	<b>Responsibility</b>	<b>When</b>	<b>Resources Required</b>
Finalise event program	John & committee	Finalise 6 weeks prior to event	
Obtain quote from designer and printers	John & Printers	5 weeks prior to event	Time required 3 hours
Get sign off on quotes and design	John & committee	4 weeks prior to event	250 invitations (50 spare) budget of \$500
Printing of invitation	John & printers	Final copy to printers 3 weeks prior to event	1 hour
Distribution of invitations	John	Mailed out 2 weeks prior to event	2 volunteers x 2 hours for mail out Postage & envelopes 200 x 60cents = \$120

When creating tasks lists keep the following points in mind:

- ◆ Set realistic dates, time, deadlines
- ◆ Don't forget to assign the number of people required to complete the action
- ◆ Be aware of interdependency of tasks
- ◆ Take into account possible delays
- ◆ Consult with committee members and other interested parties for input
- ◆ If there are delays or problems with your tasks, do let the appropriate people know, they may be able to help.

## Managing Event Volunteers

Most organisations would already have a Volunteer Policy in place. Managing volunteers for events is different in that volunteers are usually required short term as opposed to the long term commitment you may already have from other volunteers within your organisation.

A thorough assessment of the number of volunteers required, the commitment in terms of time and the type of tasks they will be undertaking is required. You may find that most of the volunteers you require will come from within your organisation or the load can be managed amongst the event committee.

If you find that you require a number of new or additional volunteers to assist with the planning and preparation of the event and to be present at the event, then a Volunteer coordinator may best manage this.

The volunteer coordinator often works like a Human Resources Manager. They will need to:

- ◆ Create job descriptions
- ◆ Recruit, select and place all volunteers
- ◆ Keep records of all volunteers
- ◆ Provide necessary and appropriate orientation to your organisation and the event
- ◆ Ensure there is a Volunteer Management Policy that will cover relevant issues such as orientation & training, uniforms, attendance and rosters, out of pocket expenses, transport issues, accreditation requirements (eg first aid, food handling), health and safety, insurance, food and drinks, rest breaks, complaints and grievances.
- ◆ Conduct volunteer debriefing and performance appraisal following the event.
- ◆ Ensure there is formal volunteer recognition throughout event and post event.

For more detailed information on managing volunteers and training opportunities, please contact Volunteering Victoria on Ph: 9642 5266 Volunteering Victoria 7th Floor, 388 Bourke Street Melbourne, 3000 [www.volunteeringvictoria.com.au](http://www.volunteeringvictoria.com.au)

## Location of Event

The location of your event is crucial. The type of event you plan to conduct and the number of people that will attend will obviously influence the location.

Listed below are Council owned facilities located in Port Phillip that allow for venue hire. This is not a definitive list on all venues in Port Phillip. Contact schools, churches, theatres, hotels etc directly to enquire about the possible hiring of their facilities.



## City of Port Phillip owned facilities available for Hire

<p><b>Alma Road Community House</b> 200 Alma Road, East St Kilda 3183 Phone: (03) 9209 6351 Email: <a href="mailto:dfraztes@portphillip.vic.gov.au">dfraztes@portphillip.vic.gov.au</a></p>	<p><b>Elwood St Kilda Neighbourhood Learning Centre</b> 87 Tennyson Street, Elwood 3184 Phone: (03) 9531 1954 Email: <a href="mailto:esnlc@yarranet.net.au">esnlc@yarranet.net.au</a> Website: <a href="http://www.esnlc.asn.au">www.esnlc.asn.au</a></p>
<p><b>Elwood Beach Community Centre</b> 63a Ormond Esplanade, Elwood 3184 Melways Ref: 67/C1 Phone: (03) 9209 6351</p> <p>This centre is located near the beach at the rear of the popular Beach House Café, adjoining an outdoor playground. Disabled access, toilets, tables, chairs, kitchen facilities are some of the many features you will find.</p>	<p><b>Garden City Neighbourhood House &amp; Fisherman's Bend Community Centre</b> cnr Dunstan Pde and Centre Ave, Garden City 3207 Telephone: (03) 9646 5977</p> <p>Large hall caters for functions from 20 to 250 people. Facility includes a kitchen, polished floor boards, heating, disabled access and toilets.</p>
<p><b>Middle Park Community Centre</b> corner Nimmo and Richardson Streets, Middle Park 3206 Melways Ref: 2J/E11 Telephone: (03) 9209 6351</p> <p>Located up on the first floor, this venue features a main hall with kitchen and caters for a range of occasions.</p>	<p><b>Sol Green Recreation Centre</b> Corner Coventry and Montague Streets, South Melbourne 3205 Melways Ref: 2J/K2 Telephone: (03) 9682 8803</p> <p>Amenities include: tables, chairs, white board, heating/air conditioning, big kitchen, outdoor courtyard with electric barbecue and pergola</p>
<p><b>Betty Day Centre</b> 67 Argyle Street, St Kilda. Telephone (03) 9209 6371 Melways map ref 58 C9</p> <p>Well equipped kitchen, dining area, large multi-purpose area suitable for meetings, performances, large lunches, dances and active recreation.</p>	<p><b>South Melbourne Centre</b> Corner Park Street and Ferrars Place, South Melbourne. Telephone: (03) 9209 6782 Melways map ref. 2J B4</p> <p>A large hall with a stage and large dining room / multi purpose room, a number of smaller spaces that can be used for a wide range of activities. A well groomed Trugo lawn is attached to the building.</p>
<p><b>Mary Kehoe Centre</b> 224 Dank Street Albert Park Telephone : (03) 9699 4904 Melways map ref. 2K A10</p>	<p><b>Cora Graves Centre</b> 38 Blessington Street, St Kilda. Telephone: (03) 9209 6349 Melways map ref. 58 B11</p>
<p><b>Sandridge Centre and Trugo Club</b> 1 Tucker Avenue, Garden City. Telephone: (03) 9646 6586 or (03) 96451085 Melways map ref. 56 K2</p>	<p><b>Port Melbourne Centre and Trugo Club</b> 219 Esplanade East, Port Melbourne (Next to Edward's Reserve, between Liardet &amp; Bridge Streets) Telephone: (03) 9646 6584 or "Digger" Cullen: (03) 9646 3689</p>

<p><b>Port Melbourne Neighbourhood House</b>  <i>(currently being refurbished, due to re-open 2004)</i>          Corner Liardet &amp; Nott Streets,          Port Melbourne.          Telephone: (03) 9209 6361          Melways map ref. 2J E4</p>	<p><b>St Kilda Town Hall</b>          Cnr Brighton Road &amp; Carlisle Street,          St Kilda          Melways Reference: 58 C11          9209 6501</p>
<p><b>South Melbourne Town Hall</b>          202-208 Bank Street,          South Melbourne          Melways Reference: 2K C2          9209 6501</p>	<p><b>Port Melbourne Town Hall</b>          333 Bay Street,          Port Melbourne          Melways Reference: 2J G3          9209 6501</p>
<p><b>Port Melbourne Life Saving Club</b>          38 Beaconsfield Parade          Port Melbourne          (03) 9646 8773.</p> <p>Holds 80 to 100 people, full kitchen facilities, located on the first floor. Please note - no wheelchair access. Table and chairs available for hire, Curfew 1.00 am.</p>	<p><b>Linden-Arts Centre &amp; Gallery</b>          26 Acland Street, St Kilda 3182          Telephone: (03) 9209 6560</p>
<p><b>Gasworks</b>          21 Graham Street, Albert Park 3206          Telephone: (03) 8606 4200</p>	

## Ground hire

The City of Port Phillip manages 14 sports grounds that are home to a number of clubs over both the summer and winter seasons. The grounds are available for hire for small groups, clubs and organisations.

To book a ground or if you have a club looking for a home ground contact our Community Development - Sport, Leisure & Recreation officer by telephoning ASSIST on (03) 9209 6777 or email [assist@portphillip.vic.gov.au](mailto:assist@portphillip.vic.gov.au)

## Open spaces and foreshore

There is a number of parks and foreshore spaces that are suitable to host outdoor events. Possible locations include:

- ◆ St Kilda Botanical Gardens, Blessington Street, St Kilda
- ◆ Catani Gardens – Beaconsfield Parade, St Kilda Rotunda only Note: Catani Gardens is heavily used during the event season (November to April) for triathlons and other events. The City of Port Phillip cannot guarantee that equipment/marquees or road closures may be present in the surrounding area on the day of your wedding ceremony.
- ◆ St Vincent Gardens – West - St Vincents Place, Albert Park



For a copy of the wedding application and garden bookings form contact the facilities coordinator on (03) 9209 6501.



## Access Exhibition Space

The Access Exhibition Space is located in the foyer of the St Kilda Town Hall. It delivers art exhibitions that represent issues of particular relevance to the Port Phillip community and are created by community groups or individuals of the City of Port Phillip. Exhibitions include paintings, drawings, photographs, ceramics, mixed media, writing and many other creative formats.

### Eligibility to exhibit

The space aims to provide a low cost alternative to commercially run gallery spaces. For more information or a copy of the full application form and conditions of use visit the website at [http://www.portphillip.vic.gov.au/access\\_exhibition\\_space.html](http://www.portphillip.vic.gov.au/access_exhibition_space.html) or contact Art and Heritage Unit, City of Port Phillip Private Bag 3, PO St Kilda, 3182 Phone: 9209 6653 Fax: 9536 2756

## City of Port Phillip Town Hall Hire Subsidy Scheme

The aim of the Town Hall Hire Subsidy Scheme is to provide community organisations with affordable and accessible access to community spaces within the Town Halls for major public relations, special events and community celebrations for the benefit of the Port Phillip Community. Costs covered by the scheme include room hire, kitchen use, standard equipment use and Council staff costs.

The organisation will have to cover any additional or special equipment costs, catering and beverage costs and public liability insurance. Organisations without public liability insurance may opt to use the council one off scheme specifically for the event. For details speak to Council facilities staff.



### Eligibility Criteria

- ◆ Organisations are required to be incorporated and not for profit
- ◆ Organisations that fall within an area of legitimate interest / responsibility of the City of Port Phillip or support Council's policy goal to promote diversity
- ◆ The subsidy will be used to improve the access of Port Phillip residents to the event as a priority, or used to directly benefit the Port Phillip community

and / or

- ◆ The general purpose and work of the organisation is predominantly for the benefit of the Port Phillip community and enhances their quality of life

All enquiries relating to the Port Phillip Town Hall Subsidy Scheme are to be directed to the Facilities Department, City of Port Phillip, Private Bag No 3, St Kilda, Vic, 3182 or by telephoning (03) 9209 6501.

## Permits / Approvals / Applications

Approval to conduct an event for a site in Port Phillip, as opposed to a facility in Port Phillip, must be obtained. The appropriate contacts are listed below:

- ◆ For foreshore & open space events contact Functions and Facilities Phone: 9209 6501
- ◆ Specific festivals such as St Kilda Community Festival contact Festivals & Events Phone: 9209 6139
- ◆ For Street stalls operated by charities / community groups contact Culture & Recreation Phone: 9209 6397

### Park bookings

The City of Port Phillip hosts numerous outdoor events over the summer period. These range from minor social functions and sporting events such as fun runs to large events like the St Kilda Festival. Our parks are very popular places to have parties or picnics, so bookings are essential for groups of 20 people and over.

If you are planning a large event / promotion or wanting to hold an event in our parks / open space / foreshore you will need to read and complete the Foreshore / Open space event approval information and application form. To download a copy visit the website at [http://www.portphillip.vic.gov.au/events\\_parks.html](http://www.portphillip.vic.gov.au/events_parks.html) For more information, contact the foreshore & open space coordinator by telephoning ASSIST on (03) 9209 6777

### Food Handling

For events that plan to sell food or provide catering, event organisers will need to ensure the food provided is safe and meets all necessary food handling regulations.

A temporary food premises is 'an arrangement of equipment and appliances at which food is prepared and/or sold, and is intended to be dismantled or moved intact'. It includes barbeques, sausage sizzles, cake stalls and food stands.



Should you wish to participate in an organised festival and sell food, regardless if they are profitable or non-profitable, you are required to register your stall with the Health Services Unit. The intention of registration is to ensure compliance with the Food Act 1984. This will enable your local Environmental Health Officer to assess your organisation and provide information to you about safe food handling and preparation practices. Depending on the event type, please read and complete the registration form, either Temporary Food Premises (Food Festivals / Events and Markets) or Temporary Food Premises (BBQs, Sausage Sizzles, Cake Stalls and Food Stands). Copies are available from the website at [http://www.portphillip.vic.gov.au/temp\\_stall.html](http://www.portphillip.vic.gov.au/temp_stall.html)

### Trader information/Expression of Interest

The City of Port Phillip offers traders a number of opportunities to participate in festivals and special events, including market stall sites, food vending sites and extended trading permits for existing Port Phillip traders. Council offers temporary liquor licenses to existing traders and a limited number of permits to itinerant traders. Copies are available from the website at [http://www.portphillip.vic.gov.au/trading\\_permits\\_festivals.html](http://www.portphillip.vic.gov.au/trading_permits_festivals.html)



## Other possible permit requirements

There are a range of other permits and issues that will need to be considered by your event committee, particularly if your event is large and outdoor. Listed below is the issue / permit type and the appropriate contact within Council:

- ◆ Signage – temporary signage is not to be erected without prior written approval from Council's recreation department – contact the foreshore & open space coordinator by telephoning ASSIST on (03) 9209 6777
- ◆ Parking & Traffic – Will you require road closure, contact Traffic & Parking Management by telephoning ASSIST on (03) 9209 6777
- ◆ Liquor & Licensing – Contact the Liquor Licensing Commission on 9655 6696



## Public Liability Insurance

**Insurance – Why do you need it?** One of the major risks faced by any organisation is its exposure if someone gets hurt. An organization is liable when it is found to have breached a duty it owes by acting improperly or not acting. Financial penalties may attach to the liability.

It is prudent to seek out insurance coverage to suit your particular needs as even the most well planned and effective organisations cannot foresee and prevent all accidents and incidents. These situations may leave event organisers, members, directors, and individuals personally liable for actions in cases where negligence can be proven.

Insurance cover is the encompassing component to complement a risk management plan for an event, it's attendees, staff and event organisers. A thorough and rigorous process of assessment and procedures can minimize potential claims. This includes an honest assessment of the required insurance cover to suit the specific event.

**What does public liability insurance cover?** A public liability insurance policy is necessary for an organisation to protect itself against negligent claims made by a third party in respect of bodily injury or property damage arising out of the operation of the organisation's business. Injuries may arise from things like workplace hazards, a client's participation in one of your regular programs, or something going wrong at a special event. **Even if your organisation has public liability, it may be worth checking if your event is actually covered by your policy.**

**Community Groups Public Liability Insurance Scheme** This scheme was been developed by Municipal Association of Victoria in partnership with State Government of Victoria, Jardine Lloyd Thompson and ourcommunity.com.au It has been specifically designed to provide reasonable, affordable cover to the vast majority of Not-for-Profit organisations as a response to the concerns raised by Not-for Profit organisations to large increases in premiums over the last few years and the lack of available cover.

For more information relating to insurance issues for community groups, to obtain a quotation or to get cover, visit the insurance centre website at [www.communityinsurance.com.au](http://www.communityinsurance.com.au). If any interested organization has not got access to the Internet, please contact Civic Mutual Plus - Community Insurance on (03) 9860 3470 or email [communityinsurance@ilta.com.au](mailto:communityinsurance@ilta.com.au)

Also note, the Insurance Council of Australia recently announced the creation of a free Public Liability Information Service to assist members of the community experiencing difficulties obtaining affordable cover. The service will be provided through Insurance Enquiries and Complaints Limited. The service will provide callers with advice about group buying, risk management, avenues for pooling arrangements and the possible use of brokers to find cover. For further information contact the Public Liability Information Service, Melbourne (03) 9629 4109 or 1300 363 683.

## Risk Management

Risk management is the process of thinking systematically about all the possible risks, problems or disasters associated with your event and setting up procedures that will avoid the risk, or minimise its impact, or cope with its impact. Risk Management is assessed in terms of the consequences of identified risks and the likelihood of them taking place. The consequences need to be considered in terms of human injury, financial loss, and property damage.

Aspects of risk management include:

- ◆ Risk Identification
- ◆ Risk Assessment
- ◆ Risk Reduction

If the event you are conducting is being held on a Council site you may need to provide a Risk Management Plan. It will be dependent on the scope of the event. Regardless of whether or not you are required to submit a Risk Management plan or not, it would be advisable to undertake some sort of Risk Assessment of your event prior to it taking place.

Further information about Risk Management, contact the foreshore & open space coordinator by telephoning ASSIST on (03) 9209 6777



# Marketing Plan

The marketing of your event needs to be considered in the context of the marketing of your organisation in general. This event in itself is a marketing or promotional tool for your organisation. Successful marketing of the event will take into account your event objectives and your target audience (their habits, the media they watch or listen to, hobbies).

If your objectives are to thank members of your organisation then your marketing may not be as public and complex, though if part of your objective is to raise awareness of a cause then your marketing may include media releases, radio interviews, advertisements etc.

The timing of your marketing is also crucial, it's no use getting a story done after an event if you are trying to attract people to attend. Drawing up a timeline that outlines what sort of marketing / publicity you will conduct and the timing of it will be useful to ensure everything is done at the appropriate time.

Consider 'branding' your event. Do you want a consistent look and feel to the publicity / promotion / marketing. Consider this early on in your planning and try to incorporate the theme in all your marketing such as brochures, invitations, web site development etc. An example of this is the Bless Your Blak Arts Festival conducted by the City of Port Phillip recently, all event invitations, website information, brochures etc had a consistent look and incorporated the same images and color themes.



## Your marketing plan should take into account:

**publicity** – (also known as uncontrolled media) is the coverage given to the event by the media and there is usually no guarantee that it will be taken up. It's free and you usually target the editor to do a story for you. It's objective and is usually seen as providing third party endorsement of your event. Types of publicity to consider include:

- ◆ Preparing a Media Release (more information on Media Releases later in these notes)
- ◆ feature stories
- ◆ provide photographs with captions
- ◆ set up a news conference
- ◆ radio/TV public service
- ◆ Media kit
- ◆ interviews
- ◆ community notices - print and radio
- ◆ tips to columnists

**promotion and advertising** – (also known as controlled media) publicity that is paid for in order to have control of the communication message. Promotion and advertising should inform audiences about key details of the event (where it is, when, how much, why is it being held, contact information). Paid promotion is often expensive, so it is worthwhile being creative with options. Options include:

- ◆ brochures
- ◆ flyers/posters
- ◆ annual reports
- ◆ exhibits and displays
- ◆ paid advertisements
- ◆ direct mail/ letterboxing
- ◆ Web Sites / Internet

**sponsorship** – an excellent way of obtaining resources or help for an event. Not only are in-kind arrangements possible (prizes for a raffle), sponsors can also offer cash, discounted leasing of premises (room hire discount) and networks and contacts to use. Some options include:

- ◆ having a radio station or relevant magazine as a sponsor
- ◆ involving universities which may set creation of advertising material for the event as a course assignment
- ◆ sponsorship from a printing company who would then be featured on the promotional material (sponsors should be featured on all promotional material)

## Media Types

Take into account your target audience when you are writing your story or deciding on your media campaign and target your story to the appropriate media. Where do you want your story to appear, for example print media, local papers only, daily and metropolitan papers, specialist journals and magazines, Council publications, radio.

### Radio

- ◆ Does your target audience listen to the radio, if so which station
- ◆ Contact the news director or program producer and pitch your story.
- ◆ News bulletins run every hour.
- ◆ If they're interested, find out how they want their information, fax, e-mail or hard copy
- ◆ Tailor your information to the particular radio station, different targets, different spin on the information
- ◆ Send your information and follow up.
- ◆ Speak directly with the producer about the interview / story opportunity

### Television

- ◆ For a news story, speak to the Chief of staff
- ◆ Fax through story opportunity 24 hours prior
- ◆ For a program speak to the producer or researcher and pitch your story
- ◆ If they are interested follow up with a written proposal in the format they request



## Press – Dailies

- ◆ Ideally, when do you want your story to appear, pre-publicity, on the event, post - or all
- ◆ Speak to Chief of staff for news story
- ◆ Speak to pictorial editor for photo opportunities
- ◆ Speak to individual journalists or section editors
- ◆ Fax your media release through, ring to see they've received it and to see if they're interested in doing a story and or/ photo shoot.

## Press – Locals

- ◆ Ideally, when do you want your story to appear, pre-publicity, on the event, post - or all
- ◆ Pitch your story 2 weeks before
- ◆ Organise a photo opportunity for 2 weeks before - bookings only made 1 week ahead
- ◆ Fax your media release through, ring to see they've received it and to see if they're interested in doing a story and or/ photo shoot.
- ◆ If yes, be reliable

## Writing a Media Release

A media release is the best way to notify the media of an upcoming event or an important issue. News outlets receive lots of releases each day so it is important that yours is topical and catches the editor and audience's interests.

To be effective, your media release should be:



**Concise** get to the point without rambling. Use short sentences and paragraphs.

**Clear** use plain English and avoid jargon, clichés and acronyms. Don't use technical terms without explaining what they mean. Write the copy in the third person and use quotes whenever possible.

**Accurate** check your facts and details. Date the release clearly.

**Easy** to read and interesting. Use positive words and phrases.

**Complete** do not leave out vital information. List all contact information, including after hours numbers.

Other tips include:

- ◆ The heading should summarise the story in no more than half a dozen words.
- ◆ Your first paragraph should tell WHAT will happen; WHERE it will take place; WHY it is occurring; HOW, WHEN and to WHOM.

- ◆ Lead with your most interesting point – other points you wish to make should be placed in order of importance.
- ◆ Expect the only the first two or three paragraphs will be read.
- ◆ Ideally there should be one sentence per paragraph.
- ◆ Use humour if possible and quote someone important
- ◆ Keep the media release short - best to keep it to one A4 page only
- ◆ Attach a 'background paper' or 'fact sheet' containing further information
- ◆ To ensure your release goes directly to the right people, write the names of the relevant editors, chiefs-of-staff or journalists at the top of the release before you fax it through.
- ◆ If there is an accompanying photo opportunity, let them know, make it interesting and creative, use celebrities.
- ◆ Use the correct punctuation, grammar and spelling
- ◆ Use 1.5 line spacing
- ◆ Don't just run a computer spell check over the copy, actually proofread – the spell check & grammar check in software does not catch everything. Better still, get someone else to proofread
- ◆ Double check dates, times, venues, spelling of names, phone numbers.
- ◆ Once you've done all this, proofread once more.

## Local Port Phillip Papers

### For Advertisements:

#### Port Phillip Leader

- ◆ publication day, Monday
- ◆ copy deadline Wednesday
- ◆ Advertisements, book and provide copy the Tuesday prior
- ◆ Specify you want a good page - ask where it is



#### Emerald Hill Times

- ◆ Publication date Wednesday
- ◆ copy deadline Monday
- ◆ Advertisements, Book and provide copy the Wednesday prior - sign off Thursday or Friday
- ◆ Specify you want a good page - ask where it is



### For Editorial

- ◆ Check recent editions of the papers for the name of the journalist likely to cover your type of story
- ◆ Approach them 2 weeks before the date you want your story to appear
- ◆ Fax them a media release, follow up to ensure they got it then follow up again to see if they are going to do the story or take you up on your photo opportunity.



## Other Marketing Options

### Community Services Announcements

The majority of local newspapers and radio stations will be happy to promote your cause if you provide them with a community service announcement. This should be about 60 words in length, containing details of the event you are planning. A contact phone number should be given for any inquiries.



### Photo Opportunities

Local newspapers are often on the lookout for a good photo opportunity.

If you're planning an event, think of how you can set up an interesting photo. Let the media know by giving them details of the photo opportunity at the end of your media releases.

### Port Phillip Website – Calendar of Events

You can add your event to Council's Calendar of Events that is published on the Port Phillip Website. It's FREE, you just need to fill in the online form available on the Port Phillip website at [http://www.portphillip.vic.gov.au/add\\_your\\_event.html](http://www.portphillip.vic.gov.au/add_your_event.html)

### Entertainment Guide – The Age

This is a free listing, is it worth getting your event listed here?

### Helpful Hints

- For daily newspapers, Saturdays and Sundays are quiet news days when reporters are looking for stories. On these days, radio and television stations will often run lighter stories.
- Sunday is a good day to approach morning newspapers, as they will be looking for something to put in Monday's papers.
- Public holidays can be treated like the 'silly season': they are a time when news organisations are always searching for copy.
- Mondays and the day after a public holiday are also days when you have a better chance than normal of getting coverage for your event. As the week progresses, news items tend to build up, with Friday probably being the most competitive day to get publicity coverage in the daily press.
- Try and find a patron or celebrity for your event or invite someone important or well known to launch your event such as a politician, sporting identity, and celebrity.

# Monitor event progress

The Event Coordinator's role is to monitor the team's progress against milestones and ensure the event runs smoothly.

Regular meeting dates for progress reports are advisable, to keep members feeling connected with each other, report on progress or problems, and map out next steps for the project and address contingencies.

The event coordinator may like to keep track of the event by using a Gantt Chart or using project management software. This is different to a task list as it allows you to chart your event and track the interdependencies of tasks, show tasks that are occurring concurrently, track finances etc.



# Event Delivery

Event delivery day requires a clear understanding at the event of each member's responsibilities. It's good to have 'back up' plans in case of changes (a replacement MC if yours is sick or unable to show, paramedics on stand by in case of an accident.) Make sure the event committee are aware of what these contingency plans are and how to implement them.

A running sheet for the day distributed to all involved is an excellent guide for a smooth event. It also provides context for an individual's tasks. Information on this schedule should include: person, task, timing, those involved, location and contact information to reach the relevant people.

All activities, no matter how small, should be included in the running sheet (greetings at the door, set microphone up and test, thank MC, present gifts).

- ◆ Create Running Sheet – should be responsibility of event coordinator
- ◆ Ensure everyone involved gets a copy
- ◆ Arrange for someone to meet & greet VIP's
- ◆ Arrange for someone to liaise and meet with the media
- ◆ Do you need name tags.
- ◆ Do you need a photographer
- ◆ Don't start the event till all your VIP's or possible award recipients have arrived.

Throughout the planning and event delivery stages, it is important to keep records of all activities, promotional material, media coverage, transactions and sponsorship agreements. This is for financial, legal and event evaluation purposes. All material should be kept in a central file that can then be accessed by new staff for learning and guidance for future events.

**Don't forget to enjoy your event!**



## Post Event

Although the event is over, a number of 'wrap up' tasks still need to be done. These include:

- ◆ venue bump out – return of hire equipment etc
- ◆ obtain feedback from participants;
- ◆ thank and recognise all involved in the event including volunteers, sponsors, media and participants;
- ◆ hold a debriefing session;
- ◆ send out event reports to all sponsors and key organisations; and
- ◆ ensure records are kept in a central place for running the event in the future.

## Possible trouble spots

Experience has revealed the following to be 'trouble spots' for event management. Try to ensure you address these areas in your planning.

- ◆ Not appointing an Events Coordinator
- ◆ Not maintaining accurate written records
- ◆ Not monitoring progress closely
- ◆ Allowing insufficient planning time
- ◆ Failing to communicate and coordinate fully with committee members
- ◆ Insufficient staff / volunteers resulting in burnout
- ◆ Insufficient food and beverages
- ◆ No first aid
- ◆ Poor press coverage
- ◆ No contingency plans for bad weather
- ◆ Program running over time
- ◆ Lack of hospitality for visitors
- ◆ Failure to inform police or local authorities
- ◆ Lack of colour or glamour
- ◆ insufficient waste management systems (toilets and rubbish)
- ◆ Insufficient parking
- ◆ Disabled facilities not available
- ◆ Unclear direction signs
- ◆ Emergency procedures not in place



# Attachments

## 1) Budget Template:

<b>Brief Description of Event:</b>			
<b>Income</b> (Include all income including grants)		<b>Expenditure</b> (Breakdown of all costs for your project)	
	\$ Amount		\$ Amount
Port Phillip Grant		Wages / Salaries	
Fees		Equipment & Materials: <i>Please list</i>	
Charges			
Sales			
Donations			
Other Grants: please specify			
		Publicity / Promotions / Advertising	
		Travel Costs	
		Administrative Costs: <i>Please List</i>	
<b>Total Income</b>	<b>\$</b>	Eg. Stationery / photocopying	
		telephone	
		postage	
		Hiring Fees equipment	
		Other: <i>Please List</i>	
		<b>Total Expenditure</b>	<b>\$</b>



## 2) Sample Running Sheet

<p><b>Insert name of event</b></p> <p><b>Insert day &amp; date of event</b></p> <p>Insert time of event</p> <p>Insert location or venue for event</p> <p>Contact: Insert name and number of who to contact in case of emergency</p>				
Time		Action / Task	Who	Notes
Insert time such as 11:30	Insert duration such as 1 hour	Insert action eg: Decoration of facility		
12:30pm	30 mins	Guests arrive, name tags distributed and refreshments served.		
1:00pm	Eg. 2 minutes	MC to welcome guests, give brief introduction and introduce next speaker		