



LET'S MAKE IT HAPPEN!

Managing a community event
in your local area

Developed and written by
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On behalf of
Ethnic Communities Council of Queensland

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Disclaimer

Let's Make It Happen! is prepared by Donna Wright and Bilge Özgün. It has been developed, at the request of ECCQ, in the interests of fostering and encouraging ethnic communities in Queensland to share the richness and diversity of their cultures with the wider public.

The authors have endeavoured to ensure that the information contained herein is correct at the time of publication. However, the authors, publisher, their employees or agents, accept no responsibility or liability in respect of the said information.

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LET'S MAKE IT HAPPEN!

Foreword

Let's Make It Happen! has been prepared especially for you: small, local community groups and organisations that would love to share their cultures and their passions with the wider public.

A community event is a special occasion where you gather together to create, share, learn, discuss, dance, sing, watch, eat and build lasting connections with each other. This handbook will give you simple step by step advice and guidance on initiating, thinking through, planning and presenting a successful community event.

LET'S MAKE IT HAPPEN!

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1. So you've got a great idea for an event?

Public events are part of people's everyday lives. They bring us together to share ideas and passions. It is hard to imagine a society without the richness of these celebrations of life.

Before you begin organising your event you will need to ask some important questions:

Does your organisation have the resources to run an event?

No matter how enthusiastic your organisation may be, you will need the necessary resources for your event to be successful. The two key issues will be: Do you have enough volunteers and do you have enough funding?

Can your local community cope with a large number of visitors?

No matter how great your event idea is, and no matter how enthusiastic you are, if your event is expected to draw large numbers of visitors, you need to be sure that your local community can cope. If your community is not prepared, the event can have a negative impact on the public services and facilities in your town. That's why it is very important to communicate your ideas to local residents who will be affected by increases in traffic, strangers in town, and use of public facilities.

Getting together and brainstorming ideas

The key to a successful event is communication and collaboration!

Getting all your members involved in the brainstorming stage is very important. It's okay to have a great idea, but if it doesn't receive general support from your own community group, it's not likely to succeed. Make sure everyone has the opportunity to have a say, to express their ideas, and their concerns, in a positive and supportive environment. Remember, your event will rely on volunteers, so the more people who feel good about the event idea the more people will become involved!

Step 1. Organise small informal gatherings and invite all of your members. Keep it relaxed and don't settle on an idea too soon. Find a meeting room or comfortable place where your members can gather. Have refreshments available – ask everyone to bring along something to share. Make sure everyone feels welcome. Let the conversations flow freely and keep it positive! Create a feeling of celebration from the start. These gatherings may last all afternoon!

What you'll need:

- a few large sheets of paper or a whiteboard and pen
- someone who can lead the brainstorming
- someone who can write ideas and comments down

The rules for brainstorming (state these clearly at the beginning):

- all positive ideas are welcome
- there is no need to explain ideas or justify them at this stage
- there is no discussion about whether ideas will or won't work
- spark off new ideas from other ideas
- when the brainstorming is finished, go through each idea and talk about their pros and cons

Step 2. This is a semi-formal meeting where more realistic ideas are put to the test. You must decide on the best two ideas at this meeting. Remember, this meeting could still last 3 or 4 hours – so be prepared!

Send out invitations to all members which outline all the ideas put forward so far. Make sure your members know that this meeting will decide the best two ideas.

At the meeting:

- Nominate a facilitator (someone you will manage the discussions so that everyone has a say)
- Nominate a record keeper – someone who can record the meeting
- Always have an agenda – this is a list of things that will be discussed at this particular meeting
- Be very clear about the rules and the goals of this meeting – don't let the discussions move away from the agenda list
- Beware! Some people will talk and talk if they have the chance – this shuts down the communication process and makes others feel silenced and dominated. Limit each issue response to 5 minutes per speaker per response.
- If conversations get lively, break into small groups and allocate 15 minutes for group discussions before proceeding
- Finish the meeting with a decision!

Step 3. Now it's time to put your ideas into action. Organise a formal meeting and invite all of your members. Only present the two best ideas that have come out of your second meeting. This is a formal meeting, with a strict agenda. There is not as much opportunity to discuss issues unless they concern the two nominated ideas. It's important that members understand that only one idea can be used. For this reason, it's important to put the two ideas to a vote. The best idea will be the idea that gets the most votes from your members. This vote will decide the event idea.

Step 4. Choose a steering committee – a small number of community members who are passionate about the event idea, who have a specific skill they can contribute, and who have the TIME to put into organising and running the event - 4 or 5 core committee members is plenty. Your committee should be formalised – each committee member must pledge their availability and their support to making the event a success. Each committee member must be given a copy of guidelines to conducting effective community meetings. It is very important at this stage to be sure that the committee understands their responsibilities. Your local Council will have representatives who can give you great advice and guidance at this stage – make good use of them!

Your steering committee is your event organiser

If the community event is small, your steering committee members will act as the event organisers. The committee will be responsible for managing the overall planning, coordination and evaluation of the event. Committee members will initially liaise with your organisation's members, other community groups, the general community and government representatives. That's why your committee members need to be positive and enthusiastic, well organised, good communicators, and most of all, reliable!

Choose your committee members for their skills and experience. You will need people who can manage: the finances and administration; people, activities and entertainment; food stalls, health and safety; regulations and laws; and promotion and marketing.

2. Then let's make it happen!

Now that you have a steering committee and support for your event idea, it is time to start planning it! This will involve regular meetings of the steering committee as this is the most difficult part of running an event. The steering committee has the support of your members, so the first few meetings will only involve the committee. This is the time when you set your objectives and your theme; identify your target audience; decide on a date, and look at suitable venues. The following questions are important to answer at this stage:

- What is the aim of your community organisation (why does it exist)?
- What type of event are you going to stage?
- What is the objective of the event?
- What will make the event 'special'?
- How much will the event cost?
- How will the event be funded?
- How will the event be staffed?
- How will the event be promoted?
- What will be the action plan (main tasks) and time line?
- What will be the event program?
- How will you evaluate the benefits created by the event?

Setting your objectives [Planning Sheet 1]

What is an objective? An objective simply states formally what your community organisation wants to achieve by running a public event. The objectives need to be simple, easy to understand, and easy to achieve.

Why set objectives? The clearer you are in the early stages about what you are trying to do, the easier it will be to plan it, get others involved and apply for funding.

Identifying your theme

This booklet is especially developed for ethnic community groups and organisations, so most likely your theme will be cultural. Even so, it is important to put your unique stamp on this theme. Cultural events cover a wide range of activities such as arts and crafts, multi-cultural festivals, music and performance festivals, or food festivals. You could focus on a theme with a local aspect by identifying your place in your community, or by promoting cultural diversity as a positive part of every society.

Identifying your target audience [Planning Sheet 2]

Your target audience is the public who will participate in your event. Understanding your potential participants is an important step in planning a public event. All public events should be as inclusive as possible, especially if you are receiving public funding to hold the event.

Cultural and equity issues [Planning Sheet 3]

Cultural and equity issues for your visitors need to be considered. These may relate to ethnic backgrounds, gender, age or people with disabilities. At this stage, it is important to have made contact with local and state government representatives in your area to ensure that you are approaching the planning in an inclusive way. They will provide you with a list of community groups you can contact who you can work with.

People with disabilities will be concerned about accessibility. Find out what things might encourage the group to come along. You need to be prepared to meet, talk and get to know people in your community that you have not previously had much contact with – that's a good thing!

Including your local Indigenous community

It is important to make contact with your local Indigenous community groups to ensure that you follow traditional protocol. Remember, there may be more than one Indigenous group in your area, and more than one Indigenous organisation. It is very important to make contact with all of them. Again, your local Council can help you here. You will need to invite representatives from each group and organisation to an informal meeting to discuss your event ideas and to seek permission, in some cases, to make use of land. They can also provide you with the particular 'Welcome to Country' that is appropriate for your area. It is important to remember that prior to European settlement, the lands of what we now call Australia, were made up of many different Aboriginal communities, with their own tribal names, cultures and boundaries. Always show respect to the traditional owners of the 'country' you are living on.

Deciding on date and time [Planning Sheet 4]

Most people live busy lives. It is important that you choose your event's date and time so that it doesn't clash with other festivals and events already organised for your local area. You need to schedule your event at a date and time that suits your identified target audience. Great events fail because organizers get too involved in their own needs without taking into consideration what's going on in the wider community.

Time will depend on the size of your event and your participants' needs. For example, is it a morning event, an all day event or a weekend event? Will it be a one-off event or will it run over a period of time? Do you intend to make it an annual event?

Finding a venue [Planning Sheet 5]

Do you have a venue in mind? Is it available? Contact your local government representatives for advice on Council facilities that can be hired. You will need to book your venue well in advance.

You might also consider combining your event with another complementary community event?

Lead-in time [Planning Sheet 6]

Organising an event generally takes longer than you anticipate so give yourself plenty of lead-in time.

Before you set the date, make a timeline of everything that needs to be done and when it needs to be done by. Generally, 6 -12 months is needed to organise a small event; you may need up to 2 years for larger events. Ideally, planning should start at least 12 months prior to any event. Failure to allow sufficient lead time will increase chances of errors in the planning stage. So, it is crucial to be realistic about the length of time (months) you will need to complete the many tasks required.

Once the lead-in time has been decided, the committee can determine a time-frame, time-line and action plan.

Sufficient lead-in time is also important to get your idea out there, to find local sponsors and to access funding and resources.

Identifying tasks – developing an action plan [Planning Sheet 7]

As soon as you have established your timeframe and timeline, you can develop a realistic action plan. The action plan details each and every task that is required for each month leading up to the event. It also identifies responsibilities and people who have agreed to take on these responsibilities. The action plan should show what is to be done, when it has to be done, and by whom. Make sure you have people who can manage the tasks required and talk to them to ensure they are available!

Developing an action plan does take a bit of time, but it is an important part of the planning process. Action plans ensure that tasks get done, on time; they help to track tasks within the allocated timeline; they identify any action that requires further attention; and they keep everyone informed. They also help to quickly allocate tasks to others if a committee member or volunteer pulls out.

Organisers and volunteers [Planning Sheet 8]

While larger events can attract more financial support to employ paid organisers, the majority of community events are organised on a voluntary basis by clubs, associations, and community groups. Staging a community event therefore involves the dedication and commitment of a largely volunteer labour force.

Organising an event takes a great deal of time and effort. The steering committee members cannot do it all on their own. You will need plenty of helping hands – that's why it's important to get broad support for your idea. You will need to draw on your community organisation members to take on specific tasks. You may even need to set up planning sub-committees. Therefore, you need to find people who have the right skills and who are prepared to offer their skills.

You may also need to pay for some skills, so make sure you have factored this into your budget.

So how many hands do you need, what will you want them to do, and how will you coordinate them?

You may need to recruit more community members to get involved in sub-committees, if the planning work load becomes too much for your steering committee members.

Recruiting volunteers both from your own organisation and from the wider community helps to bring inclusiveness to your event. A team of enthusiastic volunteers makes all the difference. Again, volunteers need to be coordinated so they feel part of the event, so they feel needed and so they feel like they are not wasting their time. You need to make sure they have specific tasks to carry out and that they are actively engaged. Creating job descriptions can really help keep volunteers focused.

Volunteers have rights, and you have legal responsibilities in relation to recruitment, management and training of volunteers. The organisation, Volunteering Queensland, can help you with advice and with volunteer recruitment.

Things to book [Planning Sheet 9]

Book your event requirements early. Once you have organised your program of activities, you can begin working through all of the resources needed to support your program. Your basic support resources may include the venue, catering arrangements, equipment hire, first-aid/ambulance service, police services, other support services like power, water, rubbish removal etc, and a PA system.

Designing your Events Program [Planning Sheet 10]

Contracting artists and entertainers

As a local event, your entertainment will most probably come from your community however you may include professional artists and performers. Local arts organisations will have a membership list of artists and performers who are interested in performing at events and festivals.

It is important to communicate to potential artists and performers so that they know your budget constraints, and the physical aspects of the venue, and so that you know their technical requirements and their expectations in relation to payment.

Arrange a contract for each entertainer and make sure they return their signed contracts with their insurance details and tax invoice. Give them a deadline for return of all documentation. Keep in regular contact by placing them on your mailing list so that your event is in their minds. Ensure you provide them with detailed information about the venue or festival area and make sure they know their performance time. Create an Artist Information Pack, as well as an updated Map for the day. Urge your performers to read the artist information pack carefully as it will outline important information relevant to the Festival.

Food/Beverage/Craft/ Stalls

Contact local community groups, retailers, food outlets and festival catering companies and invite them to participate in your event. Send out an Expression of Interest form as early as possible so that you can start to plan your program. Once you have selected your preferred stall holders, send out a formal letter of offer to participate and include a Stalls Information Pack and Participation Contract. If stall holders are required to pay a site fee, send out their tax invoice with the contract and information pack. Again, set a deadline date for return of the contract, payment and their public insurance details.

At least two weeks before the event, send out all relevant information, including entry passes and vehicle passes. Your action list will include a site check to ensure that stalls have site power and water allocations. You will need to negotiate who will be responsible for marquees, cold rooms and other storage facilities. The amount of responsibility your organisation will take on will depend on the size of the event.

Production team

Depending on the size of your event, you will need to assign a small team to manage the program participants. Your team may include a Program Manager/Producer who will oversee the event program; liaise with stage managers and the administration and merchandising team; arrange the program and organise program staff and volunteers. You may also assign someone to liaise with the artists to ensure that pre-production requirements have been fulfilled on your side. This person may also coordinate the artists' registration and their merchandising. A Stage Manager might also be assigned on the day to ensure that everything runs smoothly.

It is important that your production team members have understanding and experience with budgets, be good communicators, have the capacity to cope with and resolve unforeseen problems, and have the ability to manage people under stressful situations. They must be given the authority to make urgent decisions to deal with all the facets of the planning process to ensure the program schedule stays on track.

3. Budget and Funding

Financial management [Planning Sheet 11]

It is crucial that you have someone on your steering committee that can competently manage money. Someone experienced in preparing a simple budget is important, because you will need to know how much you have to spend, what you have to spend it on, and you will need to make sure that you don't spend more than you have!

Preparing the event budget focuses on:

- projected cash income which could be reasonably expected;
- the goods and services that can be provided as in-kind support through sponsorship;
- cash contributions from sponsorship;
- grants available and grants received;
- the physical costs of running the event.

Often the main sources of funding for local community events come from a combination of funds provided by the community and governments, so financial accountability is very important. All financial transactions will need to be scrutinised, and grants will need to be audited, so detailed financial records are compulsory. These records allow for the budget to be monitored at every stage. Accurate financial statements need to clearly show income sources and expenses.

Accessing funding

Starting to plan your event early is important because public and private sector funding usually occurs at particular times of the year and they have deadline dates for application submission. This is where your local or state government representatives can help. Remember, you don't have to do this on your own. Your local and state governments have special departments and dedicated staff who are employed to help community groups to stage events. Find out who your representatives are and make contact early! These departments can help you to find available grants, complete applications, and they can even help you to put together a budget. They also have other community contacts and resources that will be invaluable to you.

The Community Resources list at the end of this booklet provides you with a number of agencies and organisations that offer funding and can provide advice and assistance on applying for funding.

4. Promotion and Marketing

Marketing and public relations include all the activities involved in getting the right message across to the right target market at the right time. To use marketing and public relations effectively, you must first know what you want to achieve, and who your target market is.

The most important way to promote your programme or event is to start with making a plan.

How do you get your message out there? [Planning Sheet 12]

There are many ways to promote your event, and they don't all have to cost money.

- Word of mouth is the best way to let people know about your event.
- Networking with other community groups - Include your event information in their networks or newsletters.
- Using community noticeboards such as libraries, community centres, shopping centres and schools etc.
- Using social networking sites reaches large numbers of people, or targeted groups in your community.
- Free local community newspapers are happy to run free advertisements or articles about local events.

Let's start to arrange a promotional plan

A promotional plan is a step by step action guide that identifies what information you need to get across, how you will get it across and who will help to do it.

Why do you need a promotional plan?

A promotional plan makes your goals clear; reaches your target audience; identifies how much money you will need to promote your event; and most of all, it makes your event real.

A promotional plan includes background of the event, your promotional goals, potential participants, reaching the right audience, promotional strategy, a realistic budget to promote your event

Think about your event as a product

Your festival or event is your product. If you believe in your product and you are excited about it, then it is easy to talk about it with enthusiasm. The right communication tools will add value to your event or festival. Identify which media will work best to ensure your target group is reached, and present your message in a way that speaks directly to them. Providing information about the uniqueness of your event will grab the public's attention and they will be more likely to talk about your event and join in the celebrations.

Paid advertising helps you control the content and select the right media to reach your target audience in the most effective and efficient way. Some paid advertising is very expensive, like television, but advertisements in local newspapers, special interest publications or websites, or local radio are effective and affordable options.

Getting **media support** is also important. Having a contact list of journalists and media staff in your local area will help you to get your event out to your community. You need to know the correct person to connect with the right people who will support your event and spread your message.

You can write a **media release** about your event and send it to the local media contacts. The media release will provide background information about your organisation and the event, who it is for, what its aim is, where and when it is being held, and what the public can expect to see and experience there. A sample Media Release is provided in the Planning Sheet section.

Using **flyers** and **posters** are a great way to promote your event. Make it simple and easy to read. Include only the necessary information - sometimes pictures are much better than words. If you have sponsors or hosts don't forget to include them on your flyer. If you have a budget, use a designer. Don't forget less words and effective pictures.

Social networking is now the most effective way of getting the attention of a large audience. Social networking can include Facebook, Twitter, blogs, wikis, message boards, instant messaging, YouTube and social bookmarking. And best of all, social networking is free!

Social networking works because people trust each other's recommendations more than an advertisement.

So set up a **Facebook** site for your organisation and start telling people about your event! **Twitter** the progress and invite people to join in. Invite yourself onto other Facebook and twitter sites in your area – other community groups, school reunion groups, arts organisations etc, and start building up a larger following. Before you know it you'll have people offering to be volunteers and to help out.

5. Regulations and Laws

Staging a public event is complicated and required strict adherence to government regulations and laws; this may involve licences, permits and approvals – and they will cost money. For most events you will need to comply with different regulations set down by both local and state government departments. These licences and permits should be identified before you make the decision to go ahead with your event. You need to know that you can realistically manage your event according to the law. If you decide that you can, then you will need to submit your applications to the relevant authorities as early as possible. Again, you should make contact with your local and state government representatives to ensure that you have been provided with all the necessary information about your legal obligations. This is where you will also get the relevant application forms.

Workplace health and safety

A Workplace Health and Safety (WH&S) Event Plan is a plan prepared in advance to identify the possible health and safety problems you could encounter. A WH&S plan is very important because it allows you to put in place measures that will minimise and prevent health and safety risks to visitors and people working or volunteering at the event.

Permits and Licences

Smart Licence is a great government website listed on your Community Resources that helps you to identify the permits and licences you will need for your specific event. The Public Liability web-link in your Community Resources list also provides important information about your liability obligations.

6. Let's do it!

Everything is ready to go! The venue is booked, the event has been advertised, permits and licences have been approved, the equipment has arrived, stall-holders, performers and caterers are set to go. Your members are all ready to help out, volunteers have signed up, and everyone has a special job to do. You wake up on the day, and the sun is shining!

Go through your Planning Sheet Check list and ensure that every task has been completed and checked off.

Take a big breath and go!

7. How did you go?

Your action plan will include post-event tasks. There are a number of tasks that need to be carried out. These will include: cleaning up of the venue, and removing all rubbish; returning any hired equipment; and returning display material to your sponsors.

Your job is still not over!

After the event you will need to carry out a number of administrative tasks in a timely manner. You will need to send out letters of appreciation to key organisations and individuals who have given their support, including your volunteers. You will need to complete reports to your main sponsors, and you will need to audit the financial statements so that you can acquit your funds for grant providers.

You will also need to evaluate the success of the event and the benefits that were gained. There are a number of ways you can do this: you can have a debriefing/planning assessment meeting; you can assess the event outcomes; and you can assess the local business activity during the event.

Planning Sheet 14 in the **Planning Sheets Appendix** gives you a post-event evaluation survey example. A great, free website that assists you to design your custom survey is **surveymonkey.com**

8. Community Resources

The Ethnic Communities Council of Queensland (ECCQ)

ECCQ was established in 1976 as Queensland's peak body representing the interests of the many people from culturally and linguistically diverse backgrounds (CALD) who are part of the broad social community of Queensland, and to promote multiculturalism.

Website: <http://www.eccq.com.au> **Phone:** (07) 3844 9166

Multicultural Affairs Queensland (MAQ)

The Multicultural Queensland Partnerships Program, through Multicultural Affairs Queensland, offers grants to assist eligible organisations to deliver projects and events that strengthen multiculturalism, foster harmonious community relations and participation, and build community capacity, including improved access to services in Queensland.

Website: <http://www.communities.qld.gov.au/multicultural/be-involved/multicultural-queensland-partnerships-program>

Department of Immigration and Citizenship- Diversity and Social Cohesion Program

The Diversity and Social Cohesion Program (incorporating the former Diverse Australia Program and National Action Plan to Build on Social Cohesion Harmony and Security) provides funding to help organisations create a spirit of inclusiveness and to help ensure all Australians are treated fairly regardless of their cultural background or circumstance. The program also provides funding for Multicultural Arts and Festivals Grants which provide community organisations with assistance to host multicultural arts and festivals projects, providing opportunities for Australians of all backgrounds to come together and experience different cultural traditions.

Website: <http://www.harmony.gov.au/dscp/>

Arts Queensland

Arts Queensland funds artists, companies, festivals, community organizations and events in the areas of dance and music.

Website: <http://www.arts.qld.gov.au/arts/dance.html>

Volunteering Queensland

Volunteering Queensland is the peak body for volunteering in Queensland and state member of volunteering in Australia. It provides a state-wide volunteer referral service as well as education and training programs for volunteers.

Website: www.volqld.org.au

Events Queensland Regional Development Program

The Events Queensland Regional Development Program (EQRDP) provides assistance to events outside of the Brisbane City Council local government area. The EQRDP strategically invests in events that are seen to have the potential to drive visitors to their area and support local business. EQRDP supports a diverse portfolio of events throughout the state, ensuring that all parts of Queensland experience the economic, cultural and social benefits of successful events.

Website: <http://www.eventsqueensland.com.au>

E-mail: regionalevents@qldevents.com.au or phone 1300 881 255

Our Community

This site contains a range of information and resources to help non-government organisations with capacity building, management and governance, purchasing, identifying funding sources, and viewing events. It has numerous policy resources available in the "Policy Bank".

Website: <http://www.ourcommunity.com.au>.

Community Door

This is a comprehensive website with lots of information to assist your association. It is known as the ONE-STOP-SHOP for information. Access is available to the general public with some tools accessible via registration and secure login.

Website: <http://www.communitydoor.org.au/>

Multicultural Resource Directory

The Queensland multicultural resource directory provides a comprehensive listing of more than 1500 key organisations with an ethnic community focus in Queensland including: ethnic media outlets and schools, community, non-government & government organisations and agencies, Consuls, migrant service organizations, bilateral business associations, interstate multicultural offices.

Website: <http://www.communities.qld.gov.au/multicultural/services-and-resources/multicultural-resource-directory>

Queensland Multicultural Policy

The Queensland Multicultural Policy promotes unity in our society and a sense of belonging for all Queenslanders, regardless of our cultural, linguistic, religious and ethnic backgrounds. The policy celebrates the traditions and values of all Queenslanders and advances our state's social, economic and civic identity.

The Queensland Multicultural Policy outlines priorities for the Queensland Government, including the key themes: multicultural recognition legislation, language, information and communication, improving service delivery, regional and emerging communities, skills, jobs and enterprise, and inclusive communities.

Website: <http://www.communities.qld.gov.au/multicultural/about-us/queensland-multicultural-policy-a-multicultural-future-for-all-of-us>

Multicultural Art Professional Development Program (MAPD)

Multicultural Arts Professional Development (MAPD) the national professional development program was initiated by the Australia Council for the Arts, and presented by the Australian Multicultural Foundation, RMIT University and Kape Communications.

MAPD was a unique executive professional development program for the arts in Australia. Ideal for cultural managers, arts marketers, community arts specialists, producers, curators and artists, who desired to build their skills in utilising cultural diversity for audience development, community partnerships, marketing and targeted communications; project development and international collaborations.

Website: <http://www.kape.com.au/mapd/aboutmapd.html>

Brisbane Multicultural Art Centre (BEMAC)

BEMAC (Brisbane Multicultural Arts Centre) is the lead agency in Queensland, dedicated to identifying, developing, presenting and promoting artists from migrant and refugee backgrounds. BEMAC represents emerging artists, world music practitioners and international touring professionals from across Brisbane, Queensland, nationally and internationally. BEMAC is unique in this area of service delivery in the Queensland arts landscape. The organisation's mission is to develop, produce, present and promote the artistic value, social and cultural worth and commercial potential of Queensland's multicultural arts and artists.

Website: <http://www.bemacpresents.org.au/>

Artshub

With over 25,000 subscribers, ArtsHub has an extremely broad reach within the Australian arts scene. Almost 1,500 contributors support our in-house editorial team in covering thousands of large and small arts events throughout the year with reviews, previews, interviews, artist profiles and special reports.

Website: <http://www.artshub.com.au/au/>

Smart Licence

The Smart Licence website is a licensing and information service provided by the Queensland Government. *SmartLicence* will provide you with information about your particular requirements and includes State, Local and Commonwealth Government regulatory requirements. It also provides licence application forms, details of licence fees, periods of cover, and renewals. There is on-line lodgement and secure payment options as well.

Website: <http://www.sd.qld.gov.au/dsdweb/htdocs/slo/>

Public Liability Insurance

Queensland Treasury website provides important information about public liability requirements for community groups. Their Public Liability Fact Sheet can be downloaded at the address below.

Website:

http://www.treasury.qld.gov.au/subsites/groupinsurance/pdf/pub_liability_31_1.pdf

9. The Authors

Dr. Donna Wright

Dr Wright is an experienced educator, curriculum and course designer and cross-cultural communication specialist. She has been working in the fields of community and cultural development for over two decades, and has been teaching in both the vocational education and training sector and the university sector for twenty years.

Dr. Wright has also been a practising visual artist for twenty years, exhibiting both nationally and internationally. She has been the recipient of a number of national and international grants and has completed art residencies in Australia and overseas, including artist in residencies at the exclusive Centre International d'Accueil et d'Echanges des Récollets in Paris.

Bilge Özgün

Bilge Özgün is a qualified events and tourism marketing professional, specialising in organising and marketing community events for multicultural organisations and community groups. She has been working closely with multicultural groups within the arts in Queensland since arriving in Australia in 2008.

Bilge is also a professional singer and regularly performs traditional Turkish folk music at festivals and concerts around Australia. She has been a regular performer at the Woodford Folk Festival since 2008. Other notable engagements include Brisbane Powerhouse, Qld Conservatorium, World By night and many other smaller festivals across the State. Bilge is also an accomplished singing teacher of traditional Turkish folk.



LET'S MAKE IT HAPPEN!

10. Planning Sheets

An appendix to:

**LET'S MAKE IT HAPPEN:
MANAGING A COMMUNITY EVENT
IN YOUR LOCAL AREA**

By Donna Wright and Bilge Özgün



LET'S MAKE IT HAPPEN PLANNING SHEET 1

Setting objectives

This planning sheet is a simple template for you to think about the objectives of your event.

Aims and Objectives of our Event

What do you want to achieve?

What do you think the outcome of your event will be?

How will you know your event was successful?



LET'S MAKE IT HAPPEN PLANNING SHEET 2

Who is your event for?

Your target groups are your audience. There can be more than. Identifying your target groups will help ensure your event is successful.

List the groups from your community who might be interested in coming to your event. Complete an analysis for each target group.

Select a specific target group. What do you know about this group? (be specific)

Gender
Age bracket
Ethnicity/nationality
Income level (low, medium, high)
Where they live
Transport they use
Occupations
Education levels
Family make up
Religion

What do your target groups want?

These questions are to help you with your consultation process. The answers (especially if the target groups are involved) will help you to organise an event that your target groups actually want.

What are needs facing your target groups? (eg boredom, loneliness)

What events are already meeting these needs?

What are your ideas that can meet their needs?

What benefits does your event offer your target groups?

What would stop your target groups from attending?

Who are key people in your target group? How can you get them involved?



LET'S MAKE IT HAPPEN PLANNING SHEET 3

Cultural and equity issues

Accessibility, tolerance and acceptance are keys to ensuring that everyone feels welcome.
Answer these questions and address the following issues to ensure that everyone can comfortably attend your event.

Accessibility

Have people with disabilities or with other accessibility needs been included in the planning process?

- Contact the appropriate agencies for additional support and information.

Is the venue accessible for people with mobility needs, including people in wheelchairs? (eg toilets, footpaths, entrances and doorways)

Is it accessible for young children and prams?

Can everyone see and hear? What are the acoustics like?

Are the signs to the venue?

Culturally appropriate

What will make the event culturally appropriate for your participating audience?

- Contact the appropriate agencies and organisations to ensure you have followed appropriate protocol.

Who are the leaders you can work with to plan your event so that it is inclusive?

Are there some key people who should be involved in helping to organise the event?

Welcome

How will participants be welcomed when they arrive so that they feel comfortable?

Are introductions between people needed? What will be appropriate?

Have your participating target groups been advised of the types of activities that will be offered at your event so they feel confident to fully participate?

Have your target groups been asked if they need any special requirements, equipment or facilities?

Cost

Is the event affordable for most people?

Are there flexible means of payment?

Promotion

Is the event promoted as being inclusive of all abilities and cultures?

Is it easy for people to read, hear, see and understand your information and signage?

Have all media forms (eg radio, print, web, word of mouth, internet) been used?

Does the promotional material include images of a range of people?

Transport

Can potential participants get themselves there?

Is there a drop-off area?

Where is the car park or bus stop?

Do you need to think about peak-hour traffic?

How many people are likely to need transport?

Do vans or buses need to be provided and, if so, how much will it cost?

Is accessible transport available?



**LET'S MAKE IT HAPPEN
PLANNING SHEET 4**

Community Planning Calendar

MONTH	WEATHER	EVENT	PUBLIC HOLIDAYS
JANUARY			
FEBRUARY			
MARCH			
APRIL			
MAY			
JUNE			
JULY			
AUGUST			
SEPTEMBER			
OCTOBER			
NOVEMBER			
DECEMBER			
THE BEST DATES FOR OUR EVENT			



LET'S MAKE IT HAPPEN PLANNING SHEET 5

Venue and equipment

Use this planning sheet to identify all your event requirements so that you book the best venue and organise the right equipment. Consider what level of comfort is important for your visitors? Ask yourself, will your visitors feel comfortable in this venue? Does it feel right?

How many people are going to take part?
What kinds of activities are you going to run?
What type of space will you need? (Large or small, open, cosy)
Will noise be an issue?
What level of comfort is important for your visitors?
What floor size and ceiling height do you need?
Do you need space for childcare? Does it need to be separate?
Do you need a kitchen or catering facilities, and what does it need to have in it?
How many toilets do you need?
Do you need access for wheelchairs and pushchairs?
Do you need hearing loops?
List all the equipment you need
Can your potential participants get to the venue? For example, walk, bus or drive.
How much can you afford to pay for a venue?
How many car parks do you need?
How long do you want the venue for, including set-up and tidying up times?



LET'S MAKE IT HAPPEN PLANNING SHEET 6

Event timeline

This is an example of an event lead-in timeframe.

Timeframe	Event Action
9 weeks out	Source potential acts as per identified theme where available
8 weeks out	Consult and Confirm artists
8 weeks out	Confirm and contract artists (ensure contract signed by Event Manager prior to distribution)
6 weeks out	Source tech requirements, bio's (press paragraph and full), high res photos and web-links for all artists and backstage pass list. Complete full run-sheet, include press info for each artist. Forward all marketing material to in your community networks
5 weeks out	Ensure all information is filed: Physical and digital copies of runsheet, contracts, tech specs and invoices in respective Event folders, artists information in digital folder in Events by band name.
2 weeks out	Re-confirm by phone all acts Complete MC notes
Week post-event	Compile invoices and complete cheque req forms for processing Send a thank you email to all artists for their contribution to the program Ensure event spread-sheet is complete to indicate current status at all times



LET'S MAKE IT HAPPEN PLANNING SHEET 7

Your to-do list

This planning sheet will help you to identify tasks (before, during and after the event) and to allocate staff and volunteers.

What jobs need to be done before the event begins?

	Name of the Task	Who	To be done by	Done
1	Eg., Venue booked	Event coordinator	Six months before your event	
2				
3				
4				
5				
6				
7				
8				

What needs to be done on the day?

	Task	Who	To be done by	Done
1	Eg., Parking areas are free of obstruction	Site manager	One hour before visitors arrive	
2				
3				
4				
5				
6				
7				
8				

What help is needed tidying up or evaluating the programme?

	Task	Who	To be done by	Done
1	Eg., Rubbish clean-up	Volunteers	30 minutes after programme	
2				
3				
4				
5				
6				
7				
8				



Organising volunteers

Volunteer job descriptions

Use this template to identify roles for your volunteers and to help you develop job descriptions for your volunteers.

Role title:	
Where:	
When:	
Description and responsibilities:	
Desirable personal qualities:	
Experience/ qualifications:	
Timing: Frequency of work:	

Managing Volunteers

Use this checklist to help you develop a plan for recruiting, retaining and managing your volunteers

Action	Responsible Person(s)	Date	Done
Organize how many volunteers you need and for how long you will need them for			
Assign a volunteer manager			
Arrange specific task lists for volunteers			
Write position descriptions for each role			
Interview each volunteer			
Induct them into their new roles, and keep providing support and feedback.			
Involve volunteers in team meetings and make sure that they are aware of your event objectives			
Performance Evaluation			
How will you show your appreciation?			

Induction and training of volunteers

Use this planning sheet to develop an induction and training program for your volunteers and staff.

Name of volunteer or staff member	
What skills do they have?	
What do they need to learn?	
What do they need to know?	



**LET'S MAKE IT HAPPEN
PLANNING SHEET 9**

Booking sheet

Event:						Date:	
Event organiser:						Time:	
Venue:						Cost:	
Program Information							
	Name	Address	Telephone (day)	E-mail	Amount paid	Receipt No.	Info sent
1							
2							
3							
4							
5							
6							



LET'S MAKE IT HAPPEN PLANNING SHEET 10

Production schedule

Production schedules are a great way of mapping out the event or programme. This is an example of some of things that might be included in a production schedule.

Summer Daze Outdoor Concert

Venue: Multicultural Outdoor Concert

Date: 5 November

Time: 1pm-4pm

Important Contact Numbers

	Emergencies	Site Manage	Traffic	First Aid	MC	Sound	Portaloos
Key People Names	Eg: Jo Brown						
Contact Numbers	Eg: 040404530						

Roles

MC (Master of Ceremonies): Script to include things happening today, what's happening for children, health and safety notes (first aid, traffic/parking, shade, water), thank you notices (remember sponsors, organizers, partners, volunteers, participants), lost and found, have fun!

Production schedule

9am Event Manager / Site Manager arrive - set up parking / stage & backstage / site facilities set up

10am Sound / food vendor arrive. Production crew briefing

11.30am Band one arrive and sound check

12noon Parking crew briefing health and safety check. MC arrive and briefed

12.30pm Sound check / set-up / health and check finished. Kids entertainers (face painters / magician / fairy) arrive. First aiders arrive

Concert

1pm MC introduction

Band one perform. Roving kids entertainers begin

1.45pm MC (in front) fills with audience prizes etc. Sound note: CD cues.

Changeover onstage

2pm Band two perform

2.45pm MC (in front) introduces dance group/Dance group perform (in front on dance floor).

Sound note: Music on tape. Changeover onstage

MC introduces Band three

3pm Band three perform

3.58pm MC wrap up

4pm Concert ends

Debrief and thank participants

Rubbish removed

Sound / parking / stage and backstage / site pack-down

04.30pm Portaloos / dance floor removed

05.30pm Final site check



**LET'S MAKE IT HAPPEN
PLANNING SHEET 11**

Budget template

Name of Event:

Date of Event:

Venue:

Income	Expenses
Fees	Wages
Fundraising	Volunteer expenses
Grants source one	Venue hire
Grants source two	Marketing and Promotional material
Koha/donation	Equipment/Facilities hire
Interest	Consumables
Sales	Food/refreshments
Sponsorships	Travel/transport
	Administration costs
	Telephone/Communications
	Insurance
TOTAL	TOTAL
Income – expenses =	



**LET'S MAKE IT HAPPEN
PLANNING SHEET 13**

Event checklist

This checklist gives examples of items that may be involved in your event.

Event:
Venue:
Date:
Time:

Action	Notes	Who
Access		
Accommodation		
Activities		
Approvals		
Banners		
Bookings		
Bond		
Briefings		
Cancellation		
Catering		
Changing facilities		
Clean-up		
Consultation		
Communications		
Consents		
Contacts list		
Contracts		
Debrief		
Documentation		
Dressing/decoration		
Entertainment		
Fencing		
First aid		
Foodstalls		
Guests		
Health and safety plan		
Hospitality		
Insurance		
Invitations		
Invoices		
Job start times		
Job end times		
Lighting stage		
Lighting venue		
Load in		
Load out		
Map of site		
MC/Compere		
Media		

Meetings		
Merchandise		
Parking		
Payments		
Petty cash		
Police		
Postponement		
Power		
Production schedule		
Programme		
Promotion		
Refreshments		
Report		
Resources		
Rubbish disposal		
Security		
Signs		
Shade		
Sound		
Sponsors' requirements		
Staff		
Staff base		
Stall-holders		
Staging		
Stage manager		
Storage		
Telephone (site)		
Toilets		
Tool kit		
T-shirts		
Traffic		
Transport		
Travel		
Vehicles		
Vendors		
Venue		
Volunteers		
Waste Management		
Water		
Weather contingency		
Other		



**LET'S MAKE IT HAPPEN
PLANNING SHEET 14**

Post-event evaluation surveys

This is an example of a post-event evaluation survey.

Thank you for attending this event. With your help, we can make this event better next time. We would appreciate you taking some time to complete this survey.

Event: _____ **Date:** _____

Section one: questions about the programme

How did you find out about this programme/event?

word of mouth brochure/poster media (please specify)
other (please specify) _____

What were you expecting from the programme/event before you came along?

What did you like about the programme/event?

What did you think about?	Very good	good	satis- factory	poor	very poor	Comments
the programme						
the leaders skills						
the promotion						
the cost						
the venue						

Comments: Is there anything else you would like to add? Please do so, we value your feedback.

Section two: questions about you

We would like to ask you some questions about yourself. Your answers will help us to work out who is using our programmes. If there are any questions you do not want to answer, please leave them blank.

Are you Male Female

How old are you? 0 – 19 20 – 39 40 – 59 60+

What suburb do you live in?

Which ethnic groups do you identify with?

Thank you for taking the time to fill out this survey. Please return it to: