

Planning Makes Perfect

How to plan
and manage
your event

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Disclaimer:

Arts Mid North Coast has made every reasonable effort to provide information that is as comprehensive, accurate and clear as possible at the time of publication. However the information provided is necessarily of a general nature and may not address the specific circumstances of a particular individual or organization.

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GETTING STARTED

BREAKING IT DOWN

Event planning can be overwhelming when looked at in one go so Planning Makes Perfect breaks down both the planning process and its implementation into bite-sized chunks.

PLEASE SEE TEMPLATE 1 AT THE END OF THIS GUIDE.

ROLLING UP THE SHIRTSLEEVES!

Regardless of whether you are organising an arts market, a festival, an expo or showcase, workshops or a combination of all of these, planning is essential and this planning needs to be done well in advance. This guide will cover key planning elements such as purpose, timelines, budgets, partners, and provides a checklist for you to tick off as you go. By providing this guide Arts Mid North Coast aims to make the hard work you've taken on just a little bit easier.

WHAT SERVICES AND ASSISTANCE ALREADY EXISTS?

Lots of other community groups and businesses organise events and there are many resources that already exist to save you from working from scratch. In many cases consultation with your Council and community will be a critical element of your event planning. Your local council can assist you with local laws and permits, traffic management, the hiring of council venues and spaces, equipment hire in those spaces, waste

management, transport, and event promotion. At the very least, as a courtesy, it is recommended that you notify the relevant local council/s of your event.

Arts Mid North Coast has designed this guide to be as accessible and user-friendly as possible but remember that other agencies such as TAFE, community organisations and state agencies can also provide information and assistance. References are provided throughout and in the Appendices of this document.

GETTING IT RIGHT FROM THE BEGINNING.

Planning is critical for a successful event and will save you enormous headaches further down the track. This guide may consider planning that is not necessary for your particular event but take note of all the elements that even a small event such as a workshop may require. More complex events such as exhibitions, expos, festivals, and conferences are also covered by this planning guide.

Event planning includes all activities and issues associated with the event and how you are going to plan for them. The planning phase is part of the event itself and can often take longer than expected. Be sure to account for this in your event timeframe. Allow for a minimum of 4 months lead time but the longer lead time the better. For events that are held annually, a lot of the planning and documentation you develop for your first event can be used for future years.

RESEARCH

Before investing a lot of time and money into an event, it is important that you research its concept to evaluate the likelihood of its success. You can do this by investigating other similar events that have been held locally or in another location. You should consider any available market research about these events in terms of audience participation and community acceptance. Through the process of researching, you will also get a feel for how viable the event is and what is the most appropriate level planning and management for your specific.

WHAT TYPE OF EVENT ARE YOU THINKING OF?

You should also research what format of the event is best suited to your purpose. Do you want people to network with one another? Is the event designed to raise money for a particular cause or organisation? What sort of audience are you trying to reach? Look at other events to see if that format appeals to you: e.g. TED Talks, Pecha Kucha, Expos, Workshops, Festivals (links to some of these formats can be found in the Further Reading section of this guide). It can be as big or small as you can manage. But it is ultimately what you can realistically manage that will also determine what type of event you run.

COMMUNITY AND PUBLIC CONSULTATION.

Consult with the stakeholders of your event. It can not only improve the purpose of the event but also the marketing and risk assessments that should be considered. Stakeholders might include your peers and colleagues, members, advisory groups, community, local residents, sponsors and key partners.

ORGANISING GROUP/PLANNING COMMITTEE.

It is important to establish a committee or working group with identified roles and responsibilities or share the workload with professional staff of a partner organisation. Once this committee is established it is important that roles and responsibilities, as well as communication protocols, are clarified and agreed to by all.

TIMING

The timing of your event can be crucial to its success. It is important to find out when other events are being staged in your region so that your event does not suffer from poor attendance. Remember to find out when public holidays are and to be mindful of school holidays. Spring is a particular popular to stage local events. To avoid disappointment, please consult with your local Council's events' co-ordinator or Arts Mid North Coast.

Consideration also needs to be given to the time of day your event will be run. This must fit with your event concept and target audience. For example, you wouldn't start a family event at 9pm or hold it during the heat of the day between 11am and 3pm in the summer months. Also, be mindful of the length of the event as this can impact significantly on costs and participation numbers. Once you have identified a date, notify your key stakeholders and place it in their diaries.

BUDGET

INCOME

In order to successfully plan your event, you will need to develop an accurate and comprehensive budget.

PLEASE SEE TEMPLATE 2 AT THE END OF THIS GUIDE.

THE IMPORTANCE OF IN-KIND AND CASH CONTRIBUTIONS

In-Kind in your budget simply the value of something (goods, commodities, or services) instead of money such as reduced or free venue hire or services your event will use. It is important to include but have it carefully labelled as such in your budget in both the income and expenditure columns. If you get the venue free of charge that normally charges \$300 for the day you would put \$300 note in venue hire income and \$300 in venue expenses noting clearly that this amount is 'in-kind' and not an actual cash transaction.

TICKETING

As ticketing is an important means of crowd control, you must consider a ticketing process that involves advanced ticket sales, tickets purchased at the event or both. Your event management plan needs to address:

- Appropriate pricing (do you include a pricing tier e.g. early bird, member, concession, group ticket prices) and the costs of selling tickets themselves*
- Whether the tickets are pre-sold online, at other outlets, sold at the door or all of these;
- Information provided on or with the

tickets about the event; and

- Information you'd like to gather as part of the ticketing process**.

*Some useful online ticketing systems include: Eventbrite, Trybooking, Ticketebo. Some such as Eventarc can also sell merchandise for your event at the same time as tickets. If you're not sure, ask other organisations which ticketing systems they prefer. The pricing, systems, and collection of purchaser data that is useful for reporting all vary so make sure you do your homework. You might also contact the venue and/or your council to see if they have ticketing solutions for your event.

**What will your ticketing system tell you? Many online booking systems allow for a survey of ticket purchasers which provides you with data you can use for reporting and future planning. You can do the same with a quick survey of sales made at the door or other outlets. Consider some of the things you'd like to know about ticket buyers e.g. their postcode, their age, how they heard about your event etc.

NFPS AND THE TRICKY DECISIONS CONCERNING TICKET PRICES

If you are a not-for-profit or charity organisation you may like to refer to this link on how to apply GST to ticket prices http://www.ourcommunity.com.au/management/view_help_sheet.do?articleid=38 Similarly you may want to consider a sliding scale for ticket prices or a subscription ticket to a range of your events. Members of your organisation may get a discount for

example or group bookings or health care card holders or students.

This raises of course whether or not you intend to charge ticket prices or not. The first point to consider is whether or not your organisation needs a certain amount of ticketing income to a) break even b) raise funds for your cause and/or future events. If the answer is yes then you need to establish how much you should charge, are willing to charge, and how many attendees you'll need to raise the amount you seek.

Not-for-profits are within their rights to charge ticket fees and it is often thought that even a small ticket fee ensures 'buy-in' from attendees. That is, that attendees will come because they have bought a ticket and/or feel a stronger sense of connection to the event or organisation because they have dedicated their own money towards attending.

CASH HANDLING

Should you have a float or the need for cash handling at your event (for tickets, merchandise, catering etc.), ensure you and your volunteers adopt safe cash handling practices, for example, avoid counting cash in front of event attendees. Ensure you have plenty of change in your float to meet the demands of your event. A locked box or in-venue cash safe box is better than a biscuit tin.

SPONSORSHIP

Sponsorship can contribute to the success of your event. Seeking sponsorship from businesses and organisations can be time consuming and frustrating if you are not strategic in your approach. When short listing potential sponsors, make sure their philosophy matches with your

event concept and target audience. By researching their priorities and guidelines for sponsorship in advance, you can align your approach and submission to these goals. It is recommended that you contact the appropriate manager in person to give your sponsorship request maximum impact. A face-to-face meeting is often the most effective way to sell your event. For more information on Sponsorship please see Arts Mid North Coast's SmartArt resources.

GRANT FUNDING

Finding and applying for grants funding can be a complex and time consuming process often requiring a lead time of up to six months before your event. You can access grant funding programs by following the links on Arts Mid North Coast's Smart Art webpage.

If you are successful in securing funding, make sure you are adequately informed about any obligations you are committed to fulfil. For example, often you are required to report back to your funding body after the event. This will mean you have to collect data during the event such as attendance rates and audience satisfaction feedback and always have as many images and supporting evidence as possible.

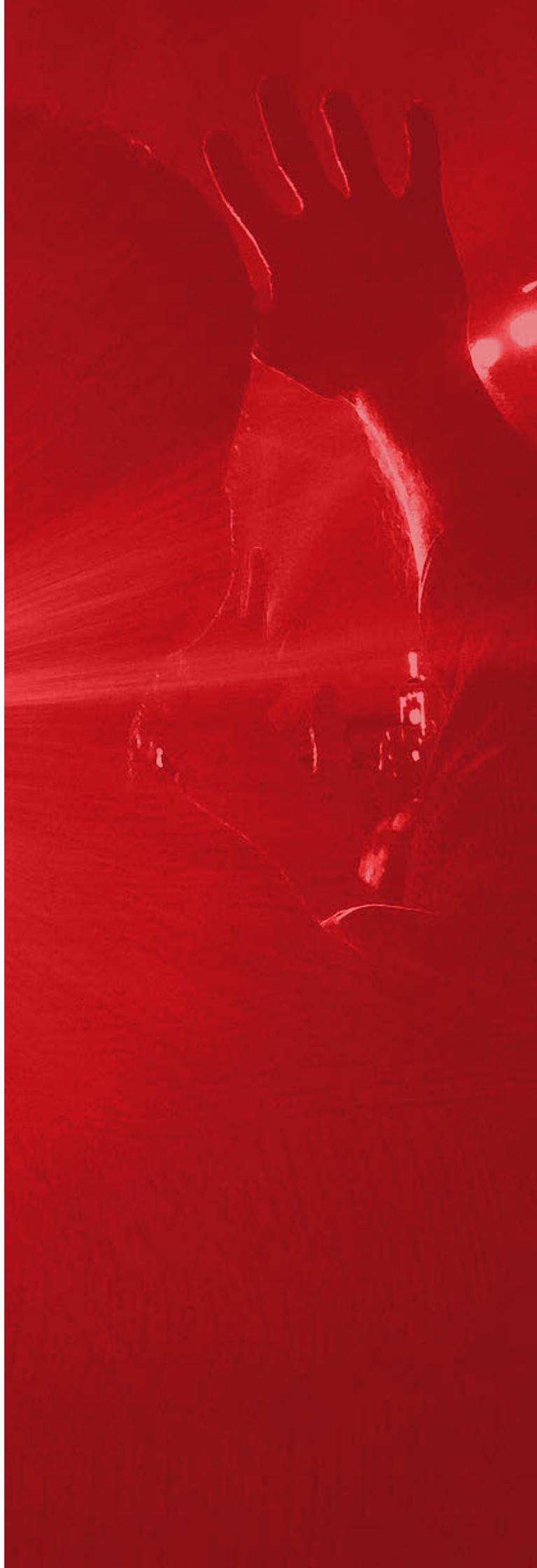
RAFFLES AND FUNDRAISING

Should you wish to hold a raffle, explore crowdfunding, or create a fundraising event, you will need to ensure that your event complies with the NSW Charitable Fundraising Act 1991 (<http://www.legislation.nsw.gov.au/1991-69.pdf>) and other relevant legislation. A useful guide is <http://www.nfplaw.org.au> and always be aware legislation changes so check the most updated version of any Act for the latest amendments and repeals.

EXPENDITURE

It is important to account for all costs associated with the event's activities. Be sure that you do not overspend on this amount unless you have the income to cover the expense. When considering your budget, don't forget to include the following where appropriate:

- Venue hire;
- Equipment hire (For example, staging, marquees, trestle tables, toilets and bins);
- Audio visual;
- Entertainers and performers (including Australasian Performing Right Association (APRA) or Phonographic Performance Company of Australia Ltd (PPCA) licence fees);
- Marketing and promotion;
- Signage;
- Catering;
- Power (For example, consumption at venue and generator hire);
- Permit fees;
- Security;
- Traffic management fees;
- Salaries and fees;
- Travel and accommodation;
- Administration (For example, telephone, postage and art supplies);
- First Aid (St John Ambulance); and
- Contingency (at least 10 percent is recommended as a guide);
- To obtain the best possible price, contact several suppliers with your event requirements and arrange a quote.



LOGISTICS

VENUE/SITE MAP

PLEASE SEE TEMPLATE 3 AT THE END OF THIS GUIDE.

A site map should be drafted for your event identifying the utilities and services so that all staff/volunteers know where they are on the day. It is advisable to check with your local council to see if you will need to submit applications such as an Event Management Plan or Development Application. If so you should find out immediately what those requirements are and take the corresponding action. Check with them as early as you can as DA approval can take several months.

VENUE SELECTION

A venue needs to be selected depending on its suitability to your event's concept as well as budget. Some venues have not-for-profit or community organisation pricing. Correct venue selection is a critical success factor for an event. Consideration needs to be given to:

- Cost of using the venue and what support staff are provided as part of the venue hire;
- Technical facilities: AV & IT
- Whether the spaces are suitable for your type of event: acoustics, visibility for audience, layout for expos
- Indoor/outdoor requirements;
- Location and approximate travel time to get there;
- Proximity to public transport and adequate car parking;
- Catering facilities and liquor

- licensing;
- Heating and air conditioning;
- High visibility to attract passing traffic;
- Services supplied. For example, power, water, toilets, lighting and shelter from weather;
- Access for the disabled, heavy equipment;
- Site layout; and
- Wet weather options.

POWER

Typically, power is a crucial utility required for events. It comes in two forms; single- phase power and three-phase power. Single-phase power involves a 240kw power outlet. Most domestic loads are single phase. Three-phase systems allow you to power larger motors and other devices such as generators. If using a portable power source for audio, power must be earthed. Most events usually only require access to single-phase power; although, some such as food vendor vans, audio or concert lighting set-ups require a three-phase power supply. It is important when planning your event that you consider the needs of the groups attending the event to ensure that you have adequate resources and a sufficient power supply.

Safety issues must be carefully considered when dealing with power. All power leads must be tagged and tested and must be covered with approved safety pads to prevent damage by both pedestrian and motorised traffic. Potential hazards relating to power must be addressed and included in your risk management plan. As a preventative measure, it is worthwhile

consulting with the venue and users to confirm specific details with respect to supply and demand.

TEMPORARY STRUCTURES

If temporary structures, like tents, are being erected, underground irrigation lines and power must be located and marked out by council staff beforehand to avoid damage. For smaller expos, fetes or events most marquees, stages or booths would be smaller than 100 metres squared. However safety considerations are important regardless of size (see Risk Management) so ensure that you follow correct Work, Health, and Safety guidelines and where possible have professionals provide and set up temporary structures. Local event hire companies can be found in your local Yellow Pages and often the venue that you are using has suppliers that they work with.

If you are intending to erect temporary structures for public entertainment at your event, you must follow the following guidelines. A temporary structure includes:

- A booth, tent or marquee or other temporary structure with a floor area more than 100 square metres;
- A seating stand (whether enclosed or not) for more than 20 people;
- Stage or platforms (including sky borders and sky wings) exceeding 150 square metres floor area; and
- Pre-fabricated buildings more than 100 square metres.
- All temporary structures with a floor area more than 100 square metres need to be approved by a qualified engineer. Your Council may require an inspection to determine if the permit is being complied with. Thus, it is advisable to make use of a registered building practitioner when

erecting such a structure.

TOILETS

Toilet facilities must be able to cater adequately for the number of patrons attending your event. Table two also outlines the number of toilet facilities required for events. These figures may be reduced for short events as shown in Table three. Disabled access to toilets must be provided as well. It is essential that these facilities be maintained in a clean state throughout the entire event.

If the event is held in a venue such as a park or reserve with existing public toilets and if the appropriate booking system has been applied, your Council can ensure that the toilets are cleaned prior to the event. You will, however, be responsible for maintaining their cleanliness during the event. Don't forget to buy lots of toilet paper. If your venue does not offer an adequate number of toilets, you will have to hire portable toilets. Ensure toilets are well lit so as not to provide a security hazard, and are located away from food storage and food service areas.

WATER

At your event, ensure that staff and volunteers have ready access to free water during the event. Clear directional signage must indicate where to locate water stations. Under the Building Code of Australia, event organisers must:

- Provide one drinking fountain or drinking tap (not a washbasin) for every 200 patrons or part thereof;
- Provide drinkable water that is freely available;
- Provide signage to the water; and
- Place drinking taps in areas that do not form a bottleneck of patrons.

WASTE MANAGEMENT

Whether your event is a major festival or a small celebration, provision must be given to the appropriate collection and disposal of waste and recycling during and after your event. Careful planning will ensure that you have sufficient facilities, such as rubbish bins, recycling bins and mini skips, to dispose of all rubbish and recyclables. After your event is over, you will be required to clean up. You will need to have organised enough volunteers to help with this job.

Your council may provide waste management support for not-for-profit groups, but generally it is necessary for you to arrange your own rubbish disposal. Depending on service provision at the venue, you may need to contract the use of mini skips and bins through a commercial provider. Wastewater cannot be disposed of down stormwater drains. This water needs to go into a sewer outlet. For more information about waste management at public events, contact your local Council's customer service.

DISABILITY ACCESS

For information about how to implement correct disability access, you can refer to Accessible Arts' Accessibility Starter Kit at www.aarts.net.au/Checklist-AccessibilityStarterKit.doc

AUDIO VISUAL

If your event requires audio visual, you must consider the type of equipment and technical support you will need. In doing so, you will need to consider:

- Requirements of performers as per their technical specifications;
- The venue size;
- Green room (change room with mirror and water);
- If the event is held indoors or outdoors;
- The anticipated size of the audience;
- Time of day;
- Proximity to residential areas;
- Access to power;
- Stage and staging (for example, access to the stage, stage surface)
- Rigging points for lights;
- Lead covers;
- Microphone and lectern for speeches; and
- Crowd barriers.

Make sure you test all equipment before your event commences.

For local AV suppliers, please contact Arts Mid North Coast or your local council.

IT AND SUPPORT

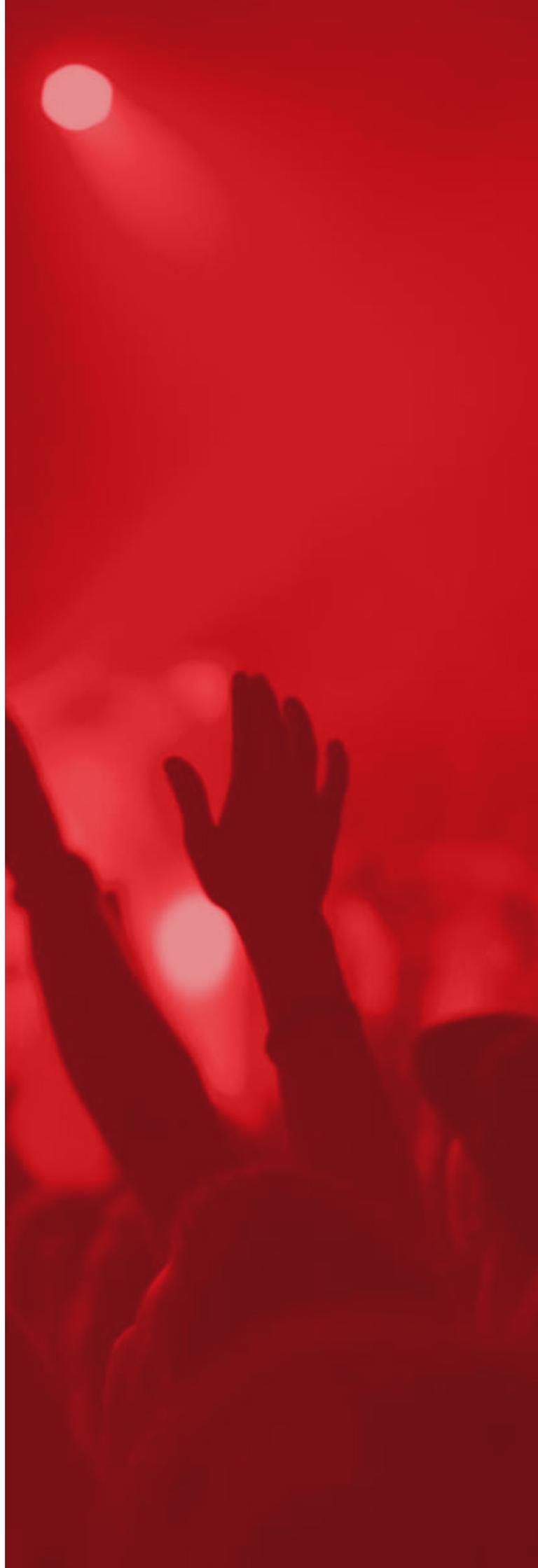
Further to the Audio Visual support and depending on your event, you may need to decide on what technical platforms your event will support and how you will manage them. Will there be someone to manage all the AV and IT Support on the day?

If for example you are running an event with presenters and performers (such events might include a TED-style talk, Pecha Kucha, small or large conferences, openings, launches, panel presentations, or workshops) you will need to determine what systems will be used and how you'll manage them.

Some considerations for these events might be:

- Live streaming or online discussions with presenters (e.g. Skype or other hook-ups)
- Video presentations
- Presentation platforms that support Apple and PC systems (e.g. Keynote)

- and Powerpoint)
- How will presenters supply information (in advance by sending electronic presentations or bring it on a USB stick or both)
- Projector quality and resolution (this will impact on how large the final screen will be which will depend also on what size audiences you are expecting)
- Note taking materials such as whiteboards, butcher's paper, markers, notepads, pens/pencils



RISK MANAGEMENT

PUBLIC LIABILITY INSURANCE

Public liability insurance is mandatory for all events with a minimum of \$20 million cover. You may also need to ensure that there is adequate insurance cover for any volunteers. Various insurance companies offer a community group insurance scheme with cover available for most community events, celebrations and festivals.

Information on group and individual public liability insurance can be found at <http://artsmidnorthcoast.com/toolkit/category/business/>

All contractors, performers, food vendors and other suppliers at your event should supply you with a current certificate of currency prior to their participation at the event.

RISK AND OPPORTUNITY MANAGEMENT PLANS

Prior to your event, it is vital that you make an informed assessment of all possible risks and opportunities associated with the event. Through careful analysis, you must identify any potential hazards (or detrimental consequences) that could pose a risk to anyone involved in the event or potential opportunities for improvements. It is important to include others in this process including emergency services, venue managers and risk assessment officers.

A risk assessment meeting, attended by key stakeholders, should be held to ensure that possible risks and opportunities are identified and managed. This should be documented in a risk and opportunity management

plan which will allow you to minimise the risks involved and any opportunity for running of your event.

As mentioned previously your local council may require a copy of risk management plan, particularly if you are using a council venue or require event approval. Your council may even have their own risk management plan template that you could use in association with this guide. Another free and accessible resource for risk management for community organisations is http://www.ourcommunity.com.au/insurance/view_help_sheet.do?articleid=261
Emergency Management Plan
Your event also must have an emergency management plan. This plan will outline your response in the event of an emergency. It should consider:

- Possible emergency interruptions;
- Evacuation procedures (including evacuation points);
- Personnel responsible for emergencies and evacuations;
- Emergency services meeting points;
- Ambulance and emergency vehicle loading areas;
- An incident control centre;
- Arrangements for additional emergency services personnel;
- Lines of communication in order of authority; and
- Risk management strategy.

People involved in the staging of your event must be familiar with the contents of the emergency management plan.

EMERGENCY SERVICES

Depending on the location, timing, size and make-up of the event, event organisers will need to inform the relevant emergency agencies such as the NSW Rural Fire Service, State Emergency Service (SES), ambulance service as well as the NSW Police who, if requested, may attend and provide a presence at the event. The provision of first aid facilities is essential to any large scale event. St John Ambulance or the Red Cross can be contracted for basic first aid requirements. Serious injuries will require NSW Ambulance. It is important to identify and record details of local emergency services even if they are not necessarily attending the event. The CFA, police and ambulance should be informed about the event either by letter or phone.

CONTINGENCY PLAN

Your contingency plan is there for those 'what if' scenarios we all hope won't arise but sometimes do! The contingency plan is formulated after you have conducted a risk assessment and written your risk and emergency management plans. It is necessary to undertake contingency planning to cater in advance for situations that may possibly arise.

IT'S THE LAW

If you are planning an event that involves busking, camping, advertising or selling goods then you may require a permit from your council.

TRAFFIC MANAGEMENT

If your event impacts on any road, public transport or the flow of local traffic, you will need to notify the council of your event and also develop a traffic management plan.

Council will be able to explain how your

event may affect the road network and traffic flow and elements required for a traffic management plan. Traffic management plans require Council approval and sometimes Roads and Maritime Services NSW and should include details of the following:

- The aims and objectives of the plan; and
- The area affected.

TEMPORARY ROAD CLOSURES

Depending on the nature of your event, you will be required to comply with specific conditions in order to obtain your temporary road closure permit. The Council will advise on conditions including newspaper adverts for road closures that need to be met. For more information about road closures, please contact the council's civic services' team.

NOISE LEVELS

Music and other noise from events can often be loud and as a consequence noise pollution can occur. Ensure that your event can comply with the noise compliance laws by checking at <http://www.epa.nsw.gov.au/noise/>

SECURITY

In the early planning stages, you will need to determine the likelihood of security issues arising before, during or after your event. You will need to take into account:

- Crowd control issues;
- The serving of alcohol; and
- The safe storage of money.

NOTIFYING RESIDENTS

It is important to advise residents and local businesses in close proximity to the event venue, that your event will be taking place. You can notify residents by conducting a letterbox drop in

the surrounding areas, including the following information:

- Name of the event;
- Event purpose;
- Number of participants;
- Any disruptions to residents and businesses;
- Road closures;
- Event organiser contact name and number; and
- Public transport and disruptions
- You should also forward a copy to the Venue Manager prior to the event.

CATERING

If your event is running for an extended period of time, you may want to consider catering arrangements. These arrangements should enhance the theme and timing of your event and can be promoted in your marketing campaign. Catering options could include:

- Getting participants to bring their own food;
- Organising professional caterers;
- Getting community groups such as local service clubs to supply food; and
- Booking mobile food vendors.

You also must take into account the cost of food and its impact on your target audience. Expensive meals can deter families from attending an event. Community groups can provide a low cost catering alternative. This is also an effective way of engaging the community in your event and having funds reinvested into the community. Another option is to book a caterer (where you would pay for the catering) or a mobile food vendor (primarily a user pays system). You can often charge a nominal fee for mobile food vendors

to attend your event as commercial operators.

FOOD HYGIENE

If you are planning on selling any kind of food, you may need a registration or notification. Your council can guide you on which classification you fall under according to the Food Legislation at <http://www.foodauthority.nsw.gov.au>

ALCOHOL MANAGEMENT

While the consumption of alcohol is part of many social festivities, responsible behaviour is also necessary. To ensure that responsible use of alcohol is encouraged and enforced at all events, organisers are required to prepare an alcohol policy. Some aspects to include in your events' alcohol policy can be found at http://www.olgr.nsw.gov.au/liquor_govt_council but a Responsible Service of Alcohol certificate for those individuals serving alcohol.

FIRE MANAGEMENT

The management of fire hazards should be addressed at the risk assessment phase prior to the event. Sources of fire risks at events may include food vendors cooking using LP gas or audio/visual equipment causing electrical fires. To proactively manage these risks, event organisers and staff should conduct pre-event safety inspections to identify and control any potential risks. The appropriate fire extinguishers should be made available in any high risk areas, for example, dry chemical (powder) extinguishers for LP gas or electrical fire, water extinguisher for wood or paper fire.

You may wish to establish a meeting with your local fire brigade to establish a partnership with them for your event. In some instances the fire brigade can

raise funds (a share of parking or similar fees or the possibility of running a raffle at your event) at the event in return for their assistance leading up to and at the event.

Having a BBQ or Outside Gas Heaters? To maintain public safety it is essential that all portable gas cylinders are secured. For information about gas cylinders and safety regulations please see http://www.fairtrading.nsw.gov.au/Gas_safety

FIREWORKS

It is important that if you are considering Fireworks at your event that you comply fully with NSW Explosives Legislation 2013.

POSTPONING OR CANCELLING THE EVENT

In the unfortunate circumstance that your event has to be postponed or cancelled, please ensure that you undertake the following:

- Contact as many attendees and participants as you can as early as you can;
- Notify the media such as local radio and television stations as well as local newspapers (if time permits);
- Place signage at the event indicating that the event is cancelled/postponed; and
- Ensure you fulfil all agreements such as payment of performer fees (or a portion thereof) as outlined in your contracts (see Contracts).

Please remember that if an electrical storm is forecast or takes place at the time of your outdoor event, it is extremely dangerous for paid staff and volunteers to continue to set-up and work. Under your duty of care, it is advised that the event is cancelled or

postponed.

WORK HEALTH AND SAFETY (WHS)

A part of your duty of care to all event staff and attendees, you need to consider the following WHS elements as an integral part of your event preparations:

FIRST AID

With large events of 500 or more expected attendees, or for high risk events such as extreme sports, you should engage the services of a registered first aid provider (see Emergency services).

For all other smaller events, there should be a complete first aid kit located at your information desk and an event staff member or volunteer who has been trained in first aid.

HEAVY LIFTING

Ensure all event staff and volunteers demonstrate safe lifting and carrying techniques when setting up and packing down equipment at your event.

SUN SMART

If your event is outdoors, you not only need to consider wet weather options but also UV protection. Some points to consider are:

- Programming activities so participants aren't exposed to peak UV radiation
- Taking advantage of existing natural shade provided by buildings, trees and other structures and knowing where the shade falls during the time of your event;
- Using portable shade structures where there is no shade;
- Locating key activities such as eating areas in shaded spots;
- Encouraging staff and patrons

to wear sun protective clothing including

- sunglasses and hats; and
- Providing staff and patrons access to SPF 30 plus broad spectrum sunscreen for use at the event.

WHS WALK-THROUGH

It is strongly advised that the main event coordinator and/or a WHS representative at your event, conduct a walk through 30 to 60 minutes prior to your event commencing. This process will ensure any potential hazards are identified and rectified before event attendees are present.

TEAM BRIEFING (PRIOR TO EVENT)

You should hold a briefing session for everybody involved with the event to go through the program schedule/ run sheet. In addition, explore the contingency plan that you have in place so other members of the team are briefed of the duties and responsibilities in case of any mishaps. Make sure AV/IT equipment has been tested and that the master of ceremonies is fully briefed.

FACING FEARS: COMPLAINTS AND HOW TO DEAL WITH THEM?

Despite best intentions it is important to be aware that complaints may be made in relation to your organisation and event and it is recommended to have an agreed procedure in place to deal with these complaints in a fair, accessible, effective, and respectful manner for all parties concerned. The general steps for managing complaints are as follows:

- Respond to the complainant with a clear decision (uphold grievance or uphold Council action)
- Follow up any customer service concerns
- Consider whether there are systemic issues which need correction.
- It is also important to consider that complaints that are addressed properly often serve to improve an event or service and should not always be considered a negative.
- Your local government may have a complaints procedure that you could re-draft to suit your needs and adopt.
- Acknowledge complaints promptly
- Assess the complaint - simple problems may not need to be investigated
- Plan the investigation where one is warranted
- Investigate the complaint

PROGRAMMING

GET THAT RUNNING SHEET RUNNING!

Develop a running sheet that sets out when things take place on the day of the event. The document should include items such as set-up of equipment, the arrival of suppliers, artists, stall-holders, special guests, presentations etc. The smooth running of an event is dependent upon the people involved knowing what, where and when activities are occurring. Running sheets are critical to ensuring that everyone is aware of what is happening and whose responsibility it is to make it happen.

REGISTRATION OR INFORMATION DESK

Whether small or large every event needs a central point for staff, presenters, volunteers AND attendees to go to for registration, orientation and information.

Registration is the first point of contact with your guests, and a smooth check-in process keeps excitement levels high and sets the tone for a great event. Registration tables should provide more than just a welcome sign and name tag. From the guest's perspective, they represent the customer service centre for your event. In order to live up to this expectation you have to be well prepared. After all, if guests can't make it past registration, then the rest of your planning efforts will go unnoticed. A disorganised, confusing, or time-consuming experience at registration can sour any participant's experience of your organisation or event. The registration table is also the place where attendees return to if they

need assistance throughout the event. It is sometimes a place where people nominate to meet prior to, during, or after events. It's the place you can always rely on.

Given its importance, make sure you have a suitable number of staff or volunteers manning the registration/information desk throughout the entire event. Try and have at least two people available at any given time (one to manage the information or registration enquiry and one to run around and put out any spot fire the enquiry throws up) and that whoever coordinates the roster is on hand should someone not turn up for their shift. You don't want a relatively minor problem to snowball into something larger because no one was available to help. This usually happens when guests are forced to look elsewhere when your team can't be found or when the one person on duty is swamped with enquiries.

You'll also want the mobile number for your venue and/or event coordinator. There won't be time to scour the building when the toilet paper runs out in the bathroom, so this number is an absolute must-have. Another good number to have for food-related issues is that of the catering manager. Finally, confirm the best emergency numbers for the police and fire departments. Some venues have their own security staff who are often the best point of contact in these situations.

Apart from being clearly signed and accessible the registration/information desk should have a registration desk has a power outlet, internet connection,

laptop, power cords, phone charger/s, gaffer tape (ideal for sticking down power cords or holding things together), and good lighting. But don't forget the basic office supplies either. It's handy to prepare a box with sticky tape, scissors and an assortment of markers. Other notable items for the box of tricks include blank name tags, replacement signage, venue or site maps to use as needed. And of course the registration lists, tags, and event programs that you'll be providing to attendees. Yes, your venue will have access to most of these things, but the time and frustration you save by having them next to you is priceless.

Volunteers or staff should be clearly identifiable both at the registration table and as they circulate. A cheap option are bright t-shirts with your event name or branding in an easy-to-spot-from-a-distance layout. Caps, scarves, and other items could also be used. Note to guests to look out for these during your housekeeping speech if you're giving one.

SEPARATE REGISTRATION FROM INFORMATION IF NEEDED:

One of the biggest disruptors to your any registration process (if your event has it) will be the stream of simple questions coming from both volunteers and attendees. You can prevent these by separating the registration area or queue from the Information/Help area. One area deals with registrations during the peak times while the other is dedicated to questions like "where is the bathroom?"

PROGRAMS AND PERFORMERS

Programming is critical and you may allocate programming to a sub-committee, an Artistic Director, or devise it collaboratively. The program

content should be selected to support the concept underpinning the event but budget, venue and audiences will also be a consideration. Activities should be tailored to meet these requirements. If your event is targeted at children, remember to also cater for parents and carers in the programming.

Arts Mid North Coast has a database of regional, state, national and international artists that might assist you to consider and liaise with potential artists or speakers for your event. Arts Mid North Coast can also provide assistance with performance contracts and budgeting considerations.

At some events and festivals, copyright laws may apply when songs are performed that are not the entertainer's original pieces. You will be required to pay a performers' rights' fee to the Australasian Performing Right Association (APRA) and/or the Phonographic Performance Company of Australia Limited (PPCA). For more information, please contact APRA or PPCA. You can reach APRA at www.apraamcos.com.au and PPCA at www.ppca.com.au

GUEST SPEAKERS

Whether you're planning a conference, meeting or special event, guest speakers can enhance your program and provide valuable insight on your topic. Guest speakers are often in demand, so you'll need to issue your invitation several months to a year before your event, depending on the popularity of the perspective speaker. Issuing a formal invitation to a speaker ensures that both you and your guest have the same understanding of the requirements of your group.

THE APPROACH:

It may be appropriate to contact the proposed guest speaker through a person that knows them who is associated with your event or committee. Regardless, it is important to ensure you have the proposed speaker's appropriate contact details as well as their correct title before you approach them. If necessary ensure you have read the speaker's biography or publications. Begin your approach by stating why you have specifically approached that speaker and invite them to speak at your event. If you have heard the person speak before, mention your attendance at that event. Include a one or two sentence summary of the event and/or a brochure. Include the purpose of the event, the date, the time frame for the entire event and the place. Suggest a specific time and date for the speaker's presentation if you will be holding a multi-day event.

Clarify the topic that you would like the speaker to address. Be as specific as possible when suggesting the topic or the format of the presentation and the proposed audience. Discuss financial arrangements for example if you will be paying an honorarium or speaker's fee, mention the amount. Detail what expenses you will cover for the speaker, such as a hotel room, flight, ground transportation. Ask the prospective speaker to respond to your request by a certain date and follow up with a telephone call if you haven't heard from the speaker by that date. Thank the speaker for considering your request and make sure you provide your contact details for reply or if the speaker has any questions.

CONTRACTS

If you are planning to engage guest speakers, performers or event suppliers

for your event, or if you have secured sponsorship from local businesses, it's a good idea to have a short letter of agreement or contract between you as the event organiser and them. If the arrangements are in writing, this will ensure that both parties are fully aware of their event responsibilities and obligations including the fees negotiated, the supply of equipment and what occurs if the event is cancelled, and will minimise any disputes that may arise. Make sure this letter of agreement is clear and both parties are happy before signing. Arts Law Australia can provide advice on best practice artist engagement contracts or letters of agreements and you can explore all they offer at <http://www.artslaw.com.au/> or go directly to their info hub at <http://www.artslaw.com.au/info-hub/>

STAFFING

Without the contribution of both paid and volunteer staff, your event would not be successful. When recruiting staff with the desired skills and personal qualities, it is important to clearly define roles and responsibilities so that potential workers can be matched with appropriate duties. Likely roles required at events include:

- Publicity and promotions;
- Catering coordinator;
- Performers and staging;
- Safety and emergency services;
- Admission and ticketing;
- Information services;
- Car parking;
- Administration; and
- Crowd control.

Ensure that you have adequate staff to manage the event. Often local service clubs and community groups are happy to assist. In this situation it is advised

to start discussions with these groups well in advance of the event and include them in the planning where possible.

VOLUNTEERS ARE PHILANTHROPISTS TOO!

Volunteers make the world go around and they will prove invaluable to your event provided you remember that they, just like a big-name sponsor, are donating to your event. They are donating their time and energy so make sure you recognise and appreciate the value they bring to you and your event.

As discussed in the section above, the recruitment of volunteers and how you communicate with them and involve them in your planning can be vital to the success of your event.

Keep a database of volunteers with up-to-date contact details, skills, and availability.

Where possible it is important to have a volunteer screening process. Many councils advise that any volunteers aged over 18 years who are recruited, agree to a police check to ensure the protection of all fellow staff and event patrons. Further information can be obtained via the website at <https://police.nsw.gov.au/policechecks>

If your volunteers will be working with children at the event in a one-on-one environment (for example, supervising children's art activities), they will require a Working With Children's Check. There is a fee for this and you should decide whether you as the event organiser will cover this, or whether it is up to the volunteer to pay.

RECOGNITION OF INDIGENOUS LAND OWNERS

An Acknowledgement of Country is a

means by which all people can show respect for Aboriginal culture and heritage and the ongoing relationship the traditional custodians have with their land. An Acknowledgement of Country would be used at minor functions such as public speeches, seminars and meetings. On such occasions, a chair or speaker may begin by acknowledging that the meeting is taking place in the country of the traditional custodians. For example: "I would like to acknowledge the traditional custodians of the land. I would also like to pay respect to the Elders both past and present and extend that respect to other Indigenous Australians who are present".

At major functions such as conferences, naming and/or opening ceremonies, major exhibitions and other functions where official guests and dignitaries are in attendance, it is important that an Elder is asked to conduct the 'Welcome'. In addition, other welcoming activities such as music and dance may be used under the direction of the Elder.

SPECIAL GUESTS AND ACKNOWLEDGEMENTS

You may wish to invite special guests from your local, state or national government, from sponsoring or partner agencies, or from the broader sector or cause you represent. Contact the relevant organisations to determine the protocols for inviting these people and prepare invitations accordingly and well in advance. Ensure that if they accept they have the information necessary to get there easily and that a relevant event representative is there to greet them on their arrival. It is also important to ensure that if the event is running late or running overtime that your special guests are aware of this and can plan accordingly.

MARKETING

As an event organiser, you will be required to be an effective communicator. You will need to plan ways to promote your event to the community and key stakeholders and relay messages to participants on the day of the event.

An event marketing plan will be needed to detail how you will promote your event (appendix three is an event marketing plan template). Your marketing plan can be small or large but should be feasible and targeted for your intended audience. There is little point spending precious energy on marketing everywhere. It is far wiser to pick your target market/s and plan how to get your message to them. This might include media releases, social media, e-mail campaigns, or flyers and newsletters but never overlook the importance of word-of-mouth. Get your committee talking to their communities and making your event a hot topic of conversation. Everybody involved in the event should be responsible for spreading the word.

The plan should include who is responsible for each promotional activity or item and the proposed date for completion. It is also important to factor in any commitments made to sponsors or funding agencies regarding acknowledgements, advertising and promotion.

MEDIA

Media release templates, planning templates and digital tools can all be found at http://artsmidnorthcoast.com/toolkit_category/marketing/

NOTICEBOARDS

Many local cafes, businesses, council venues, educational organisations, and community groups have noticeboards where you can place a promotional poster or information about your event. Please check with the venue owner before putting up the poster.

WEBSITES OR FACEBOOK EVENTS

Facebook Pages and Events (www.facebook.com) are an increasingly popular option as more organisations reach out through the social networking site. The free, easy-to-use RSVP tool is relatively straightforward, with a step-by-step process that creates a page for your event where administrators can add pictures and attendees can write on the Wall. Event administrators can also send out reminder messages through Facebook, but there's no way to see or download email addresses for those who registered. Facebook Events strength lies in its networked aspect—you can choose to allow the people you invite to invite other people, potentially allowing your RSVPs to spread widely. Non-Facebook users can also be invited by email, and can view the event page and RSVP. But the culture of Facebook is such that some people will click the button to say they're attending just to show their support for the event whether they intend to come or not. This makes Facebook a better fit for promoting events than for actually measuring how many are likely to come.

If you already have a website then this will be the ideal online hub for your event/s.

If you don't have one and will need to set it up yourself then Wordpress

(the most popular free website builder <https://wordpress.com>) or similar blog sites are also a relatively easy to use option provided you have someone with the time it takes to set it up and keep it active. Using the website and integrating it with your other social media is critical so make sure you have the resources to maintain any online portal if you are going to go to the trouble of setting it up. Having out of date, incorrect or confusing information listed on any site related to your event will undo all of your good work. If you don't have a website budget or web person on your team then the best option is to list your event with partner and promotional websites and use the networks to drive your event's profile to your booking office.

ONLINE TOURISM & EVENT WEBSITES

Arts Mid North Coast, like other organisations you might connect to have both an events calendar <http://artsmidnorthcoast.com/events/> and social media to which you can share your event.

Arts Mid North Coast also has some great marketing guides in their Smart Art tab of their website. It is important to get in touch with organisations that connect with your potential audience which might include Council's 'What's On', Schools, Arts Centres, and Community Groups.

Destination NSW and local Regional Tourism Offices - links to these are also available on Arts Mid North Coast at http://artsmidnorthcoast.com/toolkit_category/business/ but it is also important to let your local visitor information centre know about your event and provide them with flyers and posters

NEWSLETTERS AND E-NEWS

Make sure you get in touch with Arts Mid North Coast to have your event in its Arts Blast newsletter <http://artsmidnorthcoast.com>

Many other organisations such as Regional Arts NSW, Arts NSW, local schools and community groups and councils have e-news that your event can be included in. Check with the relevant organisations for their submission dates and formats.

SIGNAGE

Appropriate signage can also be used to promote your event and direct people to amenities/locations at the event. Signs should be installed to provide safe, easy access and movement at your event. Directional signage that indicates where toilets, exits and information booths are located is strongly recommended. Sponsor's requirements should be taken into consideration when hanging signage.

Signs are recommended to provide information about:

- Entrances and exits;
- Ticketing (including services for people with a disability)
- Toilets;
- Water;
- First aid posts;
- Registration, event administration which might include information stations, programs, lost & found etc.;
- Parking;
- Rules relating to alcohol consumption and no smoking/ alcohol consumption (if appropriate);
- Lost and found;
- Public transport pick-up and drop-off;
- Security;
- Emergency services; and
- Notice of closures to footpaths or walkways.

If you choose to promote your event using signage, be aware that some signs will require a planning permit. Please check with the venue and, if relevant, local council and allow sufficient time for approval of permit requests.

Don't forget to that signs can be little! Name tags are a great way for participants and attendees to feel comfortable in both the formal and informal elements of your event.

DOCUMENTATION

Having documentation of your event is a great resource for securing future event marketing and sponsorship or funding. It is also a positive way to engage with attendees and stakeholders after the event. If you are having presentations or meetings as part of your event, you may need to consider how presentations might be documented and if they will be shared with attendees at or after the event. Will presentations be available to put on your website after the event? If so, which ones and have you secured the presenter's permission.

In addition to videoing proceedings, some events have dedicated volunteers/ staff to take notes on the proceedings of an event either separately to or in addition to the presentations. This is a wonderful way to record the ideas, inspiration, and discussion that your event generates. Excerpts of these can be blogged live or shared after the event.

PROFESSIONAL PHOTOGRAPHY AND VIDEO RECORDING

A small amount of high quality footage that tells the story of what you are doing is far better than large amounts of fairly generic or poor quality footage. Editing the footage into a clip for YouTube or other platforms is another way of showing people what your event does.

There is a lot of easy to use fin-making or editing software that will allow you to create one or several clips about your event. Video footage also allows for sound elements such as music or vox pops with stakeholders.

Having a good relationship with your local newspaper and its photography can be a wonderful way to have good quality images of your event taken and, possibly, published. You can buy those images through the newspaper at a later date. Make sure you provide the photographer with clear information on the event with the correct spelling of the names of people in photos.

If planning to engage a photographer at your event and you intend to use the images in the future for promotion or in a publication, please ensure subjects provide consent of their image being used, as per the 1998 Privacy Legislation (<http://www.legislation.nsw.gov.au/1998>). A simple way to do this is for you to include this consent in the ticket purchase process or to announce it at the beginning of your event prior to images being taken.

LAST BUT BY NO MEANS LEAST... EVALUATION & DEBRIEFING

EVALUATION

Formal and informal evaluation of the event is as important as the planning and should be done as close to the end of the event as possible. Take the time with your committee and stakeholders to gather as much feedback on the planning and implementation of the event. A thorough assessment to measure whether you have achieved the event's purpose is required which should include feedback from audience/ participants. Aspects of the event that are successful need to be documented

along with areas that need greater work. It's quite easy to have a quick audience survey with postcodes, age, cultural or art form identifiers that built into your ticketing process or audience event which can give you 'before' and 'after' evaluations of your audience.

Post-Event evaluation questions should determine the success of your event's aims and objectives. These could include:

- Overall satisfaction or enjoyment of the event. Did it meet expectations?
- Any suggestions for improving the event?

Other questions should relate to the practical elements of the event. These could include:

- Please rate the accessibility of this event?
- How did you find out about this event?
- How do you think we could improve promotion/ticketing?
- Did you find the program enjoyable?
- Please rate the catering for this event?

If the event involves skills development or knowledge building ask them to give a rating of their skills/knowledge in the event's target areas prior to and after attending.

Feedback methods need to be quick and easy for participants to access and answer. They also need to be measurable and useful for event organisers. Suitable methods could include feedback surveys, roving evaluators talking to participants and collection of hard data such as attendance numbers.

DEBRIEFING

After your event is over, you will need to organise a debriefing to review all aspects of the experience and for as soon as possible for relevant stakeholders to attend.

Debriefing is a process whereby the event stakeholders have the opportunity to discuss what worked, what didn't, why it didn't work and how it could be improved.

All stakeholders should be involved in this forum if possible: including sponsors, volunteers, security, stallholders, performers and staff. It should be viewed as a worthwhile experience with recommendations greatly assisting the planning for your next event.

Some points to discuss in the debrief:

- List what you thought was successful or worked well in the area you were responsible for;
- List what you thought was not successful or did not work well in the area you were responsible for;
- List your recommendations for the area you were responsible for; and
- List your recommendations for the whole event.

SAYING THANK YOU

It is important to acknowledge the hard work of all those involved in your event.

Regardless of the extent of their contribution, it is essential to let staff and volunteers know that their efforts are appreciated. It is a good idea to plan an informal gathering for staff, to give them the opportunity to talk about the event in a social setting, and in turn give you the opportunity to facilitate a feedback forum. Don't forget to budget

for some catering at your debrief as a sign of your appreciation.

If you have had special guests or had grants or sponsorship for your event, don't forget to send out a letter or certificate of appreciation with some event photos.

FINALLY....SOME HELPFUL HINTS TO GET YOU THROUGH

Relax and enjoy the day. This should be fun for you too.

Be on time. Get to your event venue early to ensure all aspects of the event are running on-time and according to plan.

Carry your contact list and running sheets. Make sure you have your contacts' list of all staff and external authorities handy.

Be well briefed. Make sure you and your volunteers are available to answer any queries that may arise before or during the event (a frequently asked questions and answer sheet at your information booth can be very handy).

Check logistics. Ensure you have all your logistical requirements and equipment (like maps and mobile phones) at the ready or with the people delegated to operate or manage them.

TEMPLATES

PLANNING TEMPLATES

These templates are designed to be used in conjunction with the 'Planning Makes Perfect: An Event Planning Guide' provided by Arts Mid North Coast. Prior to filling in this template please look through the guide. You can use it to assist in identifying which elements of the planning template your event requires and it also provides tips to help you during each stage of the planning.

TEMPLATE OVERVIEW – WHAT WILL IT HELP YOU PLAN?

An Event Plan provides a basic framework for the entire process of a particular event: the preparation, the running of the actual event, and the follow-up. The plan also provides a platform for all stakeholders to consider and fully understand the development and implementation of the event. Thus ensuring, all events will meet existing planning, safety regulations, maintenance schedules and policy requirements. This platform then becomes the basis for a future business plan* if that is required.

*A Business Plan or Strategy is usually a fuller document, incorporating not only plans for the event itself but also those of the organisation that runs it and the context in which that organisation and event sit.

This template has been designed to offer Arts Mid North Coast's community a comprehensive and cost-effective, tool for developing a dedicated event plan

that will make the most of their ideas and dedication.

Arts Mid North Coast's mission to engage with all relevant sectors of the regional community to promote, facilitate and advocate for excellence in arts and cultural development across the Mid North Coast region reinforces the development of an event planning template and guide. In addition to assisting arts organisations to develop their events, Arts Mid North Coast maintains a database of artists and runs a range of support services designed to assist artists and arts organisations to be the best that they can be.

For further information and advice on developing your Cultural or Public Art Policy, Plan and Strategy, please contact Arts Mid North Coast on 02 6658 9400 or at <http://artsmidnorthcoast.com/contact-us/>.

TEMPLATE 1 - BREAKING IT DOWN

Planning Elements	What does that mean?	See Guide to assist you to plan and check off your plan
Why	The purpose of your event. This will be the foundation for the project and a reference point to ensure the project stays on track.	
Who (Who is Doing)	Who will make it happen? The organising team needs to ascertain who are the key players and stakeholders as well as a central event coordinator/contact person.	As you develop your checklist ensure you have the name/s of the person/s responsible for each item (and their contact details - start a database). Make sure you also have confirmation from them that they are clear as to their responsibilities. Ideally, each person would have a job sheet with a breakdown of what they are doing, when, with who, and what resources they'll require to do it.
Who (Who is Audience)	Who are you creating this event for? Why would they come? Where do they come from? What do they do?	Think of this section from the perspective of your target audience reading about the marketing of your event. What will hold your interest?
What	Clearly, define the format of your event. This will depend very much on your purpose, your audience, and what you have the capacity to plan for and manage.	Will it be a workshop, showcase, conference, series of talks (e.g. Pecha Kucha or TED-style event), festival or something else entirely? How long will it go for? Give it a working title if you can't think of one you all agree on for now.
How	How will we know that our event will fulfil its purpose?	Objectives are different to the overall purpose of your event. Objectives allow you to break down the purpose into the tasks required to achieve your objectives.
Where		See Logistics
Budget	Where does the money come from and what will it be spent on?	See Budget (Template 2) As necessary, explain how you have arrived at these figures; explain any assumptions made or quotes given; give information about stakeholder commitments. A budget does not only include financial income and expenditure but also in-kind income and expenditure. For example, if the venue is being given to you for free or at a reduced rate the amount of money you save is 'in-kind income' and needs to go into your outgoing budget lines too. Be clear however that this is in-kind and not actual monies when it comes to the financial reporting.

Program Schedule	The program schedule is an outline of what is being presented or displayed that you and your audience will find useful (e.g. the timing and overview of a concert or conference or the breakdown of a workshop presentation).	The program schedule you draft and the one you ultimately use will probably be different and your official program that you give to audiences will not necessarily have all the detail that your own working program will have. See example Program Schedule.
Running Sheet	The running sheet is all the behind the scenes set up. Who is doing what, when, where, and what they'll need to do it.	
Logistics	Venue Selection, Traffic Management, Transport, Security, Waste Management etc.	<p>Site map and details of the Venue See Site Venue Plan (Template 3)</p> <p>You may already have the perfect venue in mind. If not, you will need to consider the space this type of event will require. To make it easier for all attendees to flow through the event, consider zones such as workshop zones, sign-in and admin zones, general meeting and catering zones etc.</p> <p>Keep in mind access to ablutions, catering (if required), disability access, parking etc.</p>
List of suppliers and partner organisations	Suppliers including caterers, equipment hire but also your artists, guest speakers, stall holders, etc.	
Infrastructure & Equipment List	This may be a sub-section of the list of suppliers but will definitely have additional items.	Whether your event is small or large you will still need to consider equipment and the infrastructure you need to make it happen.
Partner Organisations	Sponsors, Funding Agencies, and other Partners (cash and in-kind).	Ensure that you include them (unless they have advised that they don't wish to be included) in your acknowledgements and that you acknowledge them appropriately. Funding agencies often have mandatory acknowledgement guidelines that you can download with their branding/logo.
Event Promotion/ Marketing	How will you ensure that your event gets the best possible attendance and that you reach and capture the audience or participants you are trying to attract?	
In case of emergency	Risk analysis and backup plans: Medical emergencies, Evacuations, Permits & legal matters, Public Liability.	Your Council may have a risk management plan that you can use.

TEMPLATE 2 - THE BUDGET

(*If you are not GST registered please include GST in your costings)

INCOME SHEET

Component	Particulars	Proposed	Working	Actual Income
Income	Own contribution (cash component)			
	Own contribution (in-kind)			
	Ticket sales			
	Sponsorship			
	Grants			
	Raffles and fundraising			
	Stall or other fees			
	Other in-kind contribution (you can add a breakdown of this here or in another table)			
Total income		\$	\$	\$
Transfer totals to Expenses sheet when complete:				

Once you have completed your income sources above please transfer the totals to the next template.

EXPENSES SHEET

Income Totals		Proposed	Working	Actual Income
Add totals from Income sheet here:				
Expenses				
Venue hire	Hire fees			
Infrastructure	Equipment Hire			
	Audiovisual (lighting and sound)			
	Traffic management			
	First aid			
	Toilets			
	Power			
	Security			
	Waste management			
Program	Entertainment			
	Travel and accommodation			
Catering	Food for staff/volunteers			
	Food for performers			
Marketing	Design			
	Website			
	Print advertising			
	TV			
	Radio			
	Program			
	Flyer			
	Distribution/postage			
	Signage			
	Photography			
	Media launch			
Administration	Permit fees			
	Salaries and fees			
	Stationary			
	Decorations			
	Prizes/Guest gifts			
	Insurance			
	Contingency			
Total Expenses		\$	\$	\$
TOTAL		\$	\$	\$



TEMPLATE 3 - THE VENUE & SITE PLAN

A Venue/Site Plan can be as simple or as complex as the event itself. This list below is an example only designed to help you work out what to cover in your site plan.

Tick all the items below that are required for your event and then site them on a map/mud map of the venue/s. It is important to strike the right balance in your site map between detail and clarity.

You may wish to have an index with numbers that relate to locations identified by the corresponding number on the map. E.g.

1. Entry
2. Fire Exit
3. Men's Toilet
4. Women's Toilet
5. Registration Table
6. Projector & Computer Platform
7. Powerpoints
8. Screen
9. Chairs

And so on ...

Some venues that you hire will have their own site map that you can use to get you started with your planning.

THE VENUE/SITE PLAN

Yes/No	Item
	Directional signage locations
	Disabled access
	Drinking water sites
	Emergency access and exit points
	Entry and exit points
	Event management area/office
	First aid posts
	Fire extinguishers
	Greens Rooms/Rest Spaces for performers and/or volunteers if required
	Information booth/s
	IT Equipment – PC's, IT connection & WiFi, projectors, screens
	Kitchen or catering facilities
	Liquor licence /wet and dry areas
	Location of temporary and/or permanent toilets (including disabled)
	Lost and stolen property/lost children
	Media area
	Parking (refer to traffic management plan) and disabled parking
	Pedestrian routes
	Performance/entertainment locations
	Power supply (single or three phase)
	Registration area
	Restricted areas
	Roads or paths
	Rubbish bins
	Seating and /or shade (natural or built)
	Security location
	Staff/back of house area
	Stages and marquees
	Structures (art and design)
	Telephone access/Charging Stations
	Water (including for fire appliances)/gas control/generators)
	Vehicle access routes
	Rubbish bins
	Seating and /or shade (natural or built)
	Security location

FURTHER REFERENCES

Arts Mid North Coast is your regional one-stop shop for arts and culture and in particular its SmartArts resources at <http://artsmidnorthcoast.com/smart-art/>

Mid North Coast Councils as follows:

- Bellingen Council: www.bellingen.nsw.gov.au
- City of Coffs Harbour: www.coffsharbour.nsw.gov.au
- City of Greater Taree: www.gtcc.nsw.gov.au
- Great Lakes Council: www.greatlakes.nsw.gov.au
- Kempsey Shire: www.kempsey.nsw.gov.au
- Nambucca Shire: www.nambucca.nsw.gov.au
- Port Macquarie-Hastings Council: www.pmhc.nsw.gov.au

Our Community is a website packed with ideas, information, and resources for community organisations <http://www.ourcommunity.com.au>

CAMRA: All Culture is Local Toolkit available for download at <http://regionalartsnsw.com.au/publication/camra-toolkit-all-culture-is-local/>

Pecha Kucha 20x20 Official Home Page at <http://www.pechakucha.org/>

TED Talks Official Home Page at <http://www.ted.com/>

The Saltwater Freshwater Arts Alliance Aboriginal Corporation at (<http://www.saltwaterfreshwater.com.au/festival/reports>) is the regional body for Aboriginal arts and culture on the Mid North Coast of NSW, Australia. Their festival is well-recognised in the Mid-North Coast and their reports provide a

good example of venue mapping, data collection, and event planning at a local and regional level.

Regional Arts NSW promotes regional NSW arts event and activities as well as a range of other support services including group insurance and funding at <http://regionalartsnsw.com.au/>

Destinations NSW has information on your area's visitors as well as events marketing at <http://www.destinationnsw.com.au/events/marketing-events>

Volunteering NSW has resources relating to volunteers and media assistance at <http://www.volunteering.nsw.gov.au/>

NAVA (The National Association for the Visual Arts) also has a range of information and resources relating to visual art and provides <https://visualarts.net.au/>

Arts NSW is the NSW Government's arts and culture policy and development body and provides a range of funding and resources at <http://www.arts.nsw.gov.au/>

Australia Council for the Arts has a range of research, information, and funding available at australiacouncil.gov.au

Disclaimer:

Arts Mid North Coast has made every reasonable effort to provide information that is as comprehensive, accurate and clear as possible at the time of publication. However the information provided is necessarily of a general nature and may not address the specific circumstances of a particular individual or organization.