



Logan City Council Events Guide

A guide to holding an event
in the City of Logan

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The information provided in this Event Guide has been compiled to encourage and support event organisers in the City of Logan. Logan City Council, its employees and agents, accept no responsibility or liability in respect of its contents or omissions. Logan City Council reserves the right to make changes, modifications, additions, deletions and corrections to this document at any time and without notice.

WELCOME TO THE CITY OF LOGAN

Events of all kinds have an important role to play in our city. They bring our community together, connecting and celebrating our diverse, rich cultures. They bring people to our nature reserves and sporting grounds and can be fundraisers for community groups.

We have the facilities to host:

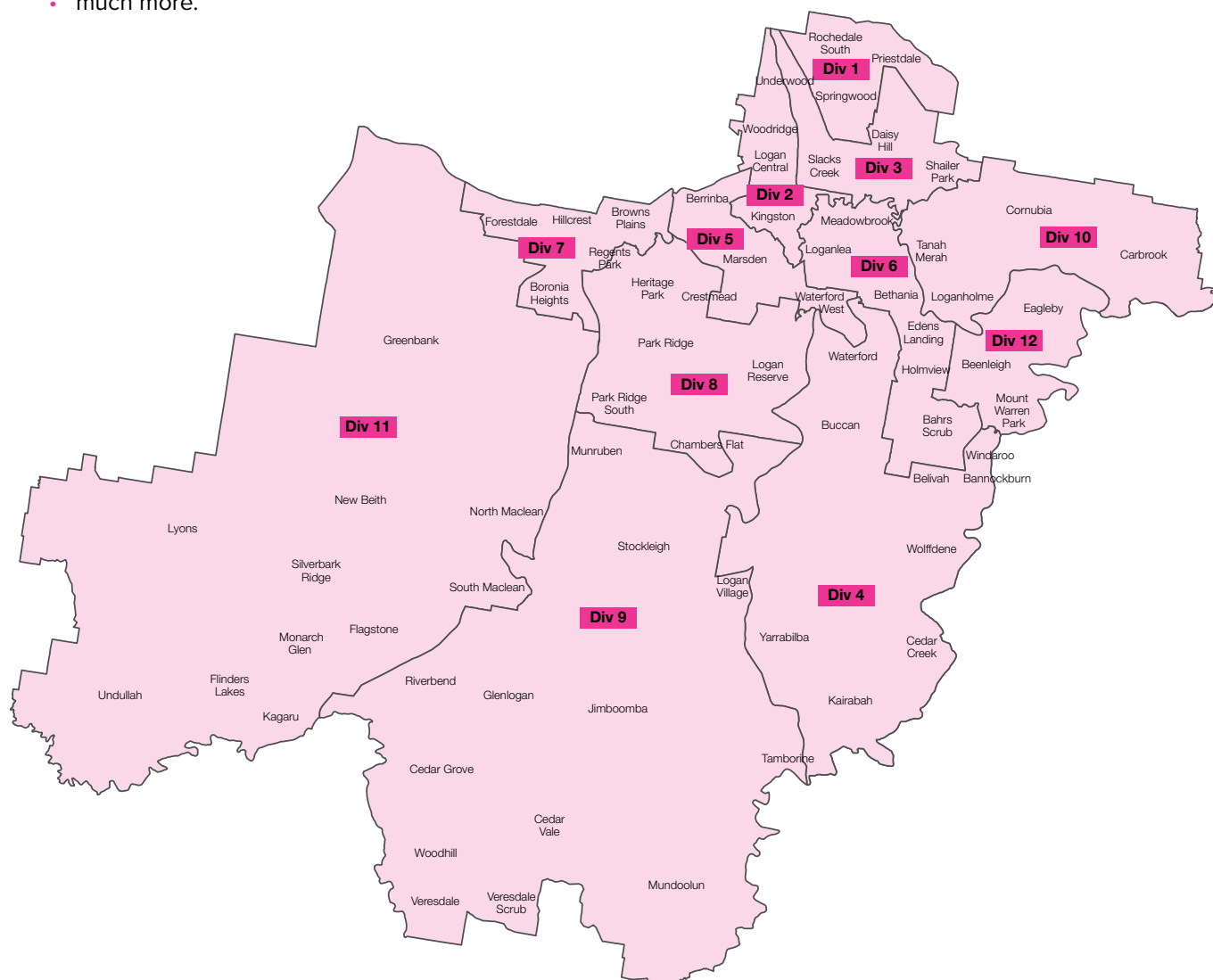
- sporting events
- gala award dinners
- trade shows
- festivals
- circuses
- conferences
- community celebrations, and
- much more.

This events guide has been created to help the community to plan for and host safe and successful events.

You will find planning advice, tips, permits and licence application forms and templates.

It also outlines how we at Logan City Council can help you, with your event.

This guide is most useful for planning small to medium sized events. Planning large events requires advice from Queensland State authorities like Tourism and Events Queensland and Queensland Police Service. Both have helpful event guides that are referenced in this document.





DEVELOPING YOUR IDEA

All events start with great ideas and enthusiasm. It's important to realistically consider a wide range of elements that will contribute to the success of your event.

We tend to focus on the what, when and where – but before you begin planning – also ask yourself:

- Why am I holding this event?
- Who do I want to attend?
- Why will they attend?
- What other events are occurring around the same time as my event? Will they have an impact on attendance?
- What help will I need? Do I have the people needed to run the event?
- Is there enough time to plan for and promote the event?

There are a range of factors that influence event attendance. These may be seeking a new experience, a particular style of entertainment, a specific entertainer, a food experience, seeing and buying creative arts, entertainment for the whole family, coming together with like-minded people etc.

Events have a life cycle – what may have been popular five or ten years ago, may not be today.

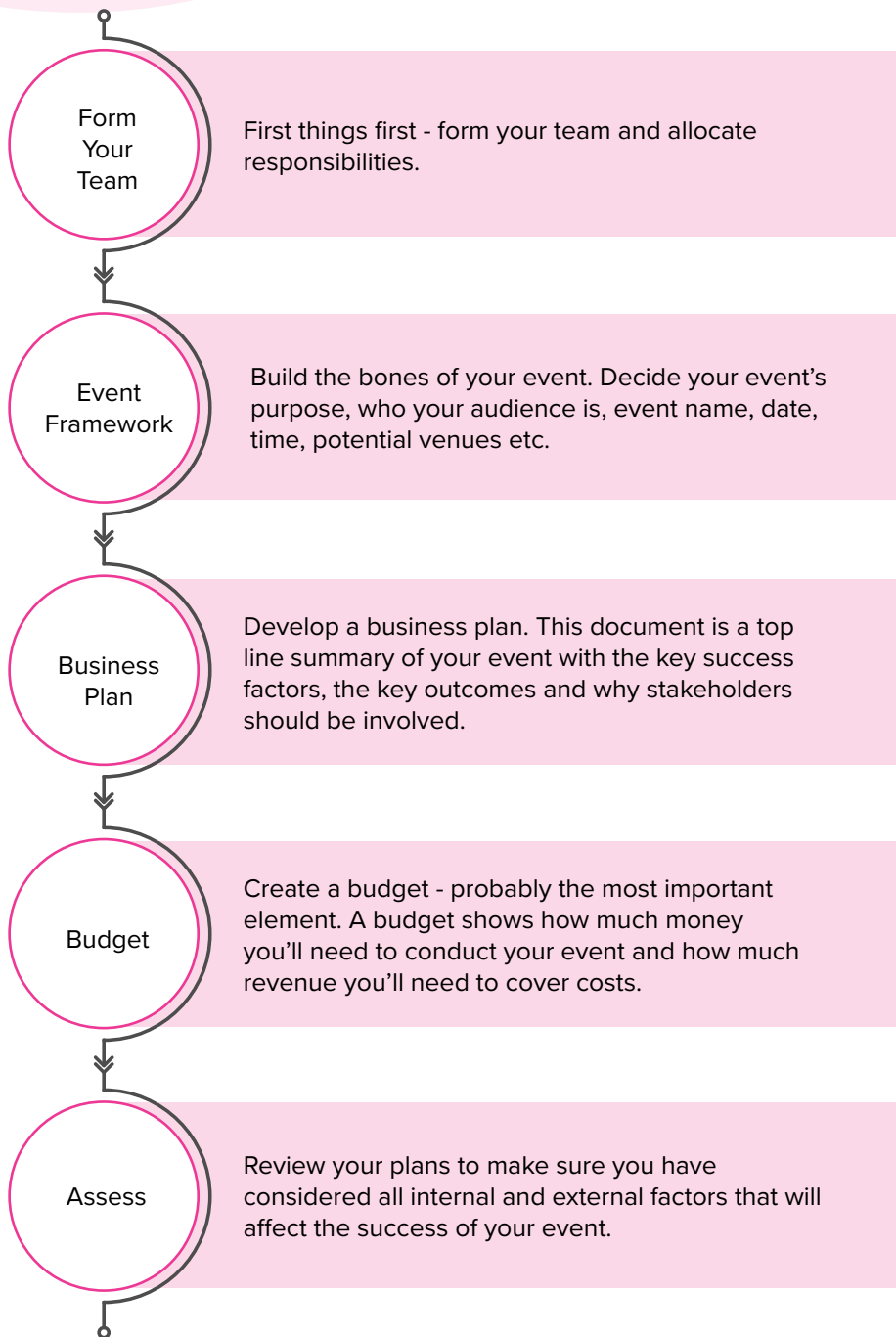
Be mindful that your event is competing with your audience's leisure time. They have limited time and plenty of choices. To be successful, you need to be relevant and desirable.

Research your competitors and make sure your event has something unique and attractive, as this will be key in your marketing to attract attendees, sponsorship, media and overall be a successful event.

FIRST STEPS

When planning for an event, it can sometimes feel like a chicken and egg situation, as the pieces of the puzzle drop into place. The plan you start with, may not necessarily be the plan you end up with.

Good preparation will help you to be flexible and informed as you progress your planning. The following steps will provide you with operational tools to help make good decisions along the way.



The following sections provide more detailed information on each of the above steps. Once you have this foundation, you can start planning for your event.

Form your event team

One of the most common complaints event organisers have is that 'everything is left to one person'. This doesn't have to be the case. In most instances people want to help, but they are unsure how or what is expected of them.

Setting your team up early, allowing them to contribute through the planning stages and providing clear communication on what is expected, by when, is key.

If you are working with volunteers, keep in mind that they are enthusiastic and well meaning. They may also be juggling their work, family and other voluntary commitments. Providing clear communication as early as possible on what is needed and when.

Appoint skilled and dedicated people to your event team. Make sure each person understands their responsibilities and is willing to dedicate time to the event. When forming an event team, try and keep numbers low for ease of management, effective decision-making and communication.

Depending on the size of the team and event, some people may be appointed to one or several of the below roles.

The most important role to confirm is the event manager. Their key responsibilities will be:

- oversee all aspects of the event
- manage the event team and any sub-committees
- act as the event's public face when dealing with sponsors, funding agencies and stakeholders. (Note that if the event is being run by an organisation, the current president may be elected to be the event spokesperson)
- make urgent decisions, including day-to-day issues, to make sure event planning and delivery remain on track.

Next you should appoint your treasurer and secretary. While every organising team member plays an important part, these roles are pivotal and can involve a heavy workload. They should also be separate from the event manager to allow for sound and transparent governance.

Treasurer

- Set, manage and constantly review the budget
- Make sure the event is financially viable and does not trade if insolvent
- Audit, accounting, invoicing and bank accounts
- Licences, permits, approvals and insurances
- Procurement and tendering (if needed)
- Legal services (if needed).

Secretary

- Correspondence and records management
- Prepare meeting agendas, meeting minutes, monitor follow-up actions
- Working relationship with event manager/ coordinator
- If needed, bring knowledge or experience of committee procedures to the running of meetings.

Once these three roles have been allocated, deconstruct your event and allocate team members to event sections like:

- event risk management
- sponsorship and grants
- marketing and communications
- venue and catering operations
- audio visual (AV) and staging
- infrastructure and theming
- event program, entertainment, speakers and activities
- VIP attendees and protocols
- volunteers.

Position descriptions should be created for each role clearly advising:

- tasks and responsibilities
- expectation of hours per week
- any licences, skills, etc. needed for the role (eg. blue card)
- committee expectations
- levels of authority to make decisions and approve payments.

Event team legal structure

A critical element of the governance process is recognising and managing risks. Make sure committee members, volunteers and paid contractors are fully indemnified.

If the event is not being managed by an incorporated organisation, you will need to decide which incorporated legal structure will best suit the aims, activities and culture of the group.

Choosing the right incorporated structure for your organisation is a very important legal decision.

It has consequences for:

- where your organisation can operate (i.e. only in one state or across Australia)
- the costs of your organisation's operations
- taxation
- who your organisation must provide information to (i.e. a government regulator)
- what kind of information your organisation must provide, and
- establishing a bank account and securing the necessary insurances to cover the event.

Choosing the correct incorporated legal structure has important consequences so it's best to seek legal advice on this issue.

A good place to start is Justice Connect - Not for profit law nfplaw.org.au/legalstructure

If you are setting up a social enterprise, go to the Justice Connect Not-for-profit Law page at: nfplaw.org.au/socialenterprise

Preparing a business plan

A business plan helps you set a vision for your event and tells the story of how it will come to life. It is a great tool for selling your event idea to potential sponsors or grant providers.

The business plan, created at the start of the planning process, is an overview, so don't be concerned if the finer details are yet to be confirmed. It doesn't need to be a large document, you can keep it simple (3 – 4 pages).

It should include:

- the event framework - name, date, theme, description, purpose, venue, program, schedule and benefits
- event budget and how it will be funded;
- event governance, organising committee and any sub-committees
- event workforce, including volunteers
- event marketing, communications, business and community engagement strategies
- SWOT analysis of the event (strengths, weaknesses, opportunities, threats)
- what success will look like, and
- post event evaluation and reporting.

TIPS

You can find examples of event business plans on the internet: eventbrite.com.au/blog/event-business-plan-ds00/

Establish the Event Budget

Running an event is expensive and can have many hidden costs. Every event is different and will have different levels of expenditure and varying opportunities to raise revenue.

Use the budget template on page 60 as a starting point. You can add and remove items to suit your own event.

Your event budget must be realistic, accurate and up to date or you run the risk of being in debt following the event.

Budgets should include:

- an accurate list of expenses
- all expected income (e.g. sponsorship, grants, ticket sales, merchandise, catering, licencing)
- a break even amount (i.e. how much you need to make to cover costs), and
- budgeted vs actual columns to track how much you expect to pay and then confirm what you actually paid.

TIPS

As a general rule, underestimate revenue and overestimate expenses. Always allow for a 10 per cent contingency for the unexpected.

The best way to get a list of accurate expenses is to get quotes for every component of your event. Another way is to look at the event's financial history.

There are many ways to generate income for your event – ticket sales, grants, sponsorship, merchandise, stall fees, catering or licencing. Try to have a minimum of two different types of income in case one isn't successful.

Once all event expenses are listed in your budget, you'll be able to see the amount of income you need to break even. If you still need more cost savings, see if any of your contractors will provide their services through a contra deal or value-in-kind instead of charging money. This could be a photographer providing their services and images for free, in exchange for promotion through the event marketing channels or at the event.

TIPS

- Open an 'event only' bank account for all income and expenditure.
- Aim to have sponsorships and grants paid early.
- Try to have expense payments due following the event.
- Keep records of all invoices and receipts.
- Don't make payments without an invoice.
- Source written quotes for all expenses.

Event Assessment

Once you have secured your team, agreed on an event framework, drafted your business plan and set a budget, it's time to review your plans with a critical eye.

Arm yourself with as much qualified information as possible to make good decisions early and be prepared to be flexible.

Consider each of the following:

- Do you have the human resources and finances available to plan and deliver the event?
- What is the local level of interest in your type of event and the potential number of attendees? Is this in line with your venue capacity and budget?
- What similar events are planned within the community? Do these pose a threat to attendance at your event?
- What makes your event different from other events in the community?
- Timing of your event is crucial to success. Important aspects to consider are:
 - weather – is there likely to be afternoon storms, will it be too hot, too cold? If your event is outdoor, what is your wet weather contingency plan?
 - Major and local events near your proposed date which can reduce your number of attendees, availability of venues, availability of contractors, etc.
 - a suitable time of year for your target market (e.g. consider schools and public holidays when targeting families)
 - is there enough time to plan for the event, including time to promote to the community?

To learn more about what events are running in the City of Logan, please see logan.qld.gov.au/events or contact our events team on **07 3412 3412**.

Your event may need government approvals to proceed. Approvals will range from use of a park, an event licence, a liquor licence, a licence to film etc. These approvals may need to be sourced from Council or State Government depending on the location and complexity of your event. Some regulatory approvals are identified in this guide, but it is not an exhaustive list.

Before you start promoting your event, it is advised that you investigate what these approvals may be, what is needed and an estimated time to secure your approvals.



SPONSORSHIP AND GRANTS

Sponsorship

Securing event sponsorship is challenging. The competition is high and the main question businesses ask when assessing applications is 'what's in it for us?'

When it comes to sponsoring events, businesses typically have two main motivators:

1. Will this investment generate sales - either at the event or through association with the event?
2. Will this investment let me be seen as a good community citizen, which in time will generate sales?

A successful sponsorship proposal identifies sponsor benefits – to promote or sell their product or service. The traditional gold, silver, bronze package which provides a logo on a sign or flyer is less attractive than integrating them into the event's marketing communications and providing a presence at the event.

In identifying what companies to approach, ask: Who is my target audience? What products or services do they buy? What companies would benefit from the opportunity to have direct contact with them.

When approaching potential sponsors:

- identify the sponsorship decision maker and send your proposal to them directly
- allow enough lead time before the event for applications to be given adequate consideration
- always present professional, easy to read, clear, succinct information about the event its aims, objectives, target audience and proposed marketing channels. This can be taken from your business plan
- clearly define what you are asking of them (eg. cash support, printing, advertising, vehicles)
- outline how the sponsorship will be used
- articulate how their business is suited to your event
- present a sponsorship offering that gives the sponsor value for money, and
- present exact details of what benefits will be provided if they agree to your proposal.

Leave some flexibility in the list of benefits for your potential sponsor. They may have an idea of how they would like to be involved. Talk and negotiate the benefits to achieve a 'win, win' scenario where necessary.

When you successfully obtain sponsorship:

- make sure both parties sign a sponsorship agreement
- maintain contact leading up to the event
- deliver all sponsorship benefits, and
- promote or 'plug' sponsors at every opportunity.

Following your event, provide a sponsor report. This will help secure their support for future events. It should include:

- a letter of appreciation
- review of the event and level of success
- how their sponsorship contributed to the event's success
- benefits delivered for the sponsor
- event photographs showing sponsor recognition
- copies of media articles and social posts
- photos, and
- copies of printed collateral and other material.

TIPS

When approaching competing sponsors (e.g. Telstra and Optus) submit a sponsorship request to one company first. If that application is unsuccessful, then submit to one of their competitors. This should be done to avoid conflict of interest between sponsors.

Corporate Community Funding Programs

Some large commercial organisations have programs that provide funding for community organisations.

Each has a different set of criteria that needs to be met to secure funding. More details can be found on their websites. Some examples are:

Bendigo Bank Community Funding

Bendigo Bank's Community Enterprise Foundation offers communities and not-for-profit organisations the opportunity to raise and distribute tax-effective donations to benefit their own communities. It is committed to providing you with the expertise, tools and resources to respond to the current and future needs of your community.

communityenterprisefoundation.com.au

RACQ Foundation Community Grants

RACQ Foundation provides financial help to community organisations and hosts community assistance projects.

racq.com.au

Origin Energy

Origin likes to join forces with grassroots organisations and support programs that are making a difference to communities. Their grant program provides funding to not-for-profit organisations on education and training programs that help break the cycle of disadvantage and empower young people.

originenergy.com.au

Council Grants

We provide financial and / or in-kind support for a wide range of events that celebrate what it means to live in Logan, build a sense of belonging and showcase our city.

Our Community Events Funding Program offers Small Events Grants up to \$2,000 and Event Sponsorship up to \$20,000. Check to see which one you may be eligible to apply for through logan.qld.gov.au

Many other government organisations provide grant funding. A list can be found on page 57.

Keep in mind that applications for government funding follow various approval processes and may have strict timeframes. Investigate what grants may be available and their submission requirements as early as possible.

MARKETING PLAN

An effective marketing plan will make sure the right people see your messages at the right time. Marketing and communications let people know about your event and why they should attend.

The event marketing plan may also be needed for funding submissions or help from government bodies, major sponsors and stakeholders. They will want to understand how you propose to promote the event and what opportunities there are to gain recognition for supporting you.

Your marketing plan should include the following:

- Objectives
- SWOT (Strengths, weaknesses, opportunities, threats)
- Target audience
- Marketing campaigns and activity
- Timeline of activity
- Budget

A number of templates are available on-line. Here is an example - blog.hubspot.com/marketing/marketing-plan-examples. Use the following sections to help populate your marketing plan.

If you need help, call our Events team on **3412 3412**.

Set your objectives

Having a vision for how far reaching and effective your marketing communications will be helps guide your activity and lets you know if it was successful. Lessons learned can be used as a basis for cost efficiencies and future planning.

Depending on your priorities and what you're trying to achieve, objectives may be:

- how many people see the advertising (this is also known as reach)
- how many people see your social media posts
- how many people engage with your social media pages
- the number of people that visit your website, or
- how people perceive the event.

Make sure your objectives are SMART - specific, measurable, achievable, realistic and timely.

SWOT (Strengths, weaknesses, opportunities, threats)

You may have already detailed a SWOT for the event in your business plan. A marketing SWOT specifically looks at the strengths, weaknesses, opportunities and threats of your marketing communications.

Consider:

- What resources do you have available to develop and deliver a marketing campaign?
- Do you have access to a graphic designer to create your marketing collateral?
- How much time is available to develop marketing collateral?
- Are there opportunities to promote your event through stakeholders?
- Can you establish partnerships that could provide specific skills to fill gaps?
- What databases do you have access to?
- What is your budget? Is it adequate?
- What impact will external factors have?

Defining your target audience

Identify who you want to attend your event. In marketing terms, this is your target audience.

A target audience can be defined by a demographic i.e. age, location or an interest. For example:

- youth (18 - 25 years)
- young families
- seniors
- people living in Jimboomba
- music lovers
- food lovers

The demographics and interests of your audience will identify what media they view. The radio station they listen to, if they read print newspapers or if they receive most of their information through social media.

Event goers usually source their information through social media and directed posts.

Understanding who your target audience is also provides insights as to what motivates them to attend events. This will help in crafting your marketing messages.

Marketing Campaign

You may have already detailed a marketing strategy in your business plan. Now is time to detail the activity, resources needed and timeframes. A marketing campaign is a planned sequence of activities that promotes an event. A multitude of marketing channels are used to deliver results.

Marketing channels include:

- radio
- print (newspapers or magazines)
- television
- cinema
- outdoor (billboards, shopping centre light boxes, bus stops)
- mail (letter or letter box drop)
- email
- digital (website, social media - Facebook, Instagram etc)

There are many free and paid opportunities to promote your event. The most effective way to decide which of these to use is to identify:

- who you want to promote to, and
- what advertising or communications they are most likely to see.

Armed with this information, you will be able to decide on the best marketing channels to use given your budget.

Traditional advertising mediums like television, radio and print have large audiences, but can be expensive.

The internet and the evolution of digital advertising provides events with cost-effective options and greater control over promotional content. Social media platforms like Facebook and Instagram also provide organisers with the ability to engage directly with their audience, motivate them to share content and promote their event through their personal networks.

If appropriate, use your organisation's website and social media platforms or set up standalone sites to promote your event. The most common way to promote an event is to create a Facebook event on your organisation's Facebook page.

Social media can play a major role in your event delivery. It is not only useful to attract and engage attendees, it can also be used successfully for contingency planning. For example, you can update your attendees of a program schedule change, or manage attendees in the event of an emergency. You can also 'drip feed' your audience with announcements to keep them engaged and interested.

Remember to create, use and promote your event #hashtags. This will help in tracking posts and community engagement around your event. Include #cityoflogan and #visitlogan in your social media posts to gain more exposure to new audiences.

If you set up a website, it is worthwhile understanding how many people viewed your site, what pages they viewed, the peak viewing times, and for how long. Using these figures, and cross-checking them against your marketing activities can show you what marketing activities worked well.

Creating your marketing materials

Pictures speak louder than words. This is particularly true when it comes to event marketing. Make sure all messaging and imagery is consistent with your event brand. We recommend engaging a professional graphic designer to create your materials.

When using a website or Facebook page, keep in mind that not every piece of information needs to be placed on every piece of marketing collateral.

Basic information to include is:

- what, when, where and why attend
- Include a call to action - what you want the person to do e.g. seek more information, buy a ticket, book a seat, click interested etc.
- Be relevant, keep it simple, make your content shareable online.

Use larger format marketing materials and online assets like your website and social media platforms to communicate information like:

- entertainment program
- activities on offer
- food and beverage available
- site map and entry points
- potential impacts to the transport system (road closures, diversions, public transport changes)
- parking arrangements, and
- contact/booking details.

Use appropriate event advertising. In most instances your website or Facebook page. Use event tickets to clearly identify and advise attendees of any restrictions that may apply to the venue like:

- age restrictions
- pass out availability
- prohibited items
- opening times
- special transport arrangements
- pet friendly or not; and
- alcohol restrictions.

For attendees travelling intrastate, interstate, nationally, and / or internationally: provide information on the local accommodation options, shops, hospitals, banks, laundromats, attractions, experiences, beach safety, etc.

Information on tourism destination options is easily available on the visitlogan.qld.gov.au website. Our Economic Development branch can also help with additional promotional materials.

Also keep in mind that these businesses could be potential sponsors for your event.

Timing

Before you start to create your marketing collateral, set out a timeline. Work back from key milestones like announcing the event, when tickets go on sale and the event date itself.

As a general rule of thumb allow the following as a minimum for each stage.

Marketing materials development - 2-4 weeks

Final approvals and adjustments - 1 week

In market - 4 weeks

Before creating collateral confirm - event date, time, venue, entertainment program, ticket price, how to purchase tickets, website or social media site and sponsors.

Timing of promotional activities is extremely important. The initial promotion can start as soon as the date has been set to create awareness. Other key details can be announced through your social media platforms or through PR avenues.

Media and public relations

Media outlets are often looking for local 'good news' stories. The best way to secure editorial is to send a general media release with key details of the event and points of interest.

Most media outlets welcome media releases. Similarly, non-traditional online sites like event listing websites and community Facebook pages will also be happy to share information through their platforms.

To generate media support prepare newsworthy items. Make sure the angle of your media release is attractive to the publication i.e. it is 'newsworthy'. This may be the announcement of your keynote speaker, headline entertainment or celebrity attending.

If sending photographs, provide high resolution images. Avoid those that are vague in content, quality or composition, and make sure images are labelled clearly. Sometimes you may be asked to provide your photos in a specific format, file type or size. If you have a graphic designer they will be able to help you.

In constructing your media release, consider key messages and who has authority to give comments. It is worthwhile appointing a media spokesperson, who can respond to media enquiries before and at the event. Alternatively, consider using a professional public relations agency.

You can also generate free publicity through local businesses, community groups and well-known local identities. For example, you could approach local businesses to display promotional material in their shop fronts.

An example of a media release is on page 70.

If you invite media to your event, you may wish to consider giving accreditation or a pass to allow access to the back of house areas or facilities and to enable them to publish immediately.



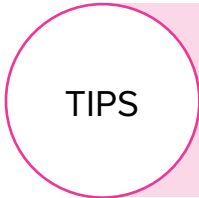
EVENT PLANNING AND TIME FRAMES



Now it's time to get into the nitty gritty of planning for your event. There are numerous benefits to good planning and serious consequences if you don't.

The community has very high expectations of attending enjoyable and safe events. Well managed events increase your audience's enjoyment and contributes to positive word of mouth promotion.

Poorly managed events can increase the likelihood of injury, incidents, complaints from residents and negative publicity for future events. These incidents can place undue stress on volunteers and organisers and result in a financial burden post event.



Allow 'buffer' periods in your timeline to allow for unexpected interruptions, additional tasks that might arise and staff/volunteer leave.

Effective planning using task lists and timelines is key. There are many ways to keep track of tasks, from a simple list to a Gantt chart.

A Gantt chart is a type of bar chart illustrating a project schedule with start and finish dates for all activities. Gantt charts show dependency relationships between planned activities, in other words, what tasks need to be completed by when for the next step in the planning process to occur. A variety of task lists and Gantt chart templates can be found online.

Here is an example eventbrite.com.au/blog/academy/event-gantt-chart-template/

Use the following sections in this guide to help populate your task list and timeline. If you'd like help, you can contact our Events team on 3412 3412.

Make sure you have a realistic estimate of the time it will take to plan, organise, promote and deliver your event. Working back from the event date, as a very general guide, allow the following as a minimum:

- small local events: 3 - 6 months, less than 1000 attendees
- medium scale events: 6 months - 1 year, 1000 - 2000 attendees
- large events: 18 months - 2 years, over 2,000 attendees

The best place to start organising is to book all suppliers to make sure your first preference of company, service and product is available. These include:

- venue
- catering
- audio visual and staging
- temporary equipment e.g. toilets, marquees, tables, chairs, etc.
- speakers
- Welcome to Country
- entertainment and activities
- accommodation and travel needs
- first aid and ambulance
- police and security services
- traffic management
- theming
- waste management, and
- advertising opportunities.

Once the main components of your event are booked, you can then start organising the finer details.

All tasks associated with organising these should be detailed in your task list, noting who is responsible next to each task.

Accept it may be necessary to alter the timing and / or sequence of some tasks as the event draws closer. This is typically the rule rather than the exception with events. Ideally, all tasks should be completed at least 2 – 4 weeks before the event as a buffer for unexpected delays. In the case of larger events, you may need to establish sub-committees with their own event plans as a sub-set of the master plan.

The event plan should be constantly reviewed and considered a 'living' document. It should be distributed to your organising committee, any sub-committees and other groups involved with planning and delivering your event on a regular basis.

TIPS

- Engage with stakeholders early
- Schedule several planning meetings with all stakeholders in the lead up to your event to make sure all planning is progressing to schedule.
 - In the month before the event = weekly meetings
 - 1 – 6 months before the event = fortnightly meetings
 - 6+ months before the event = monthly meetings



EVENT LOGISTICS

Venue(s)

Before you book a venue, it is recommended to conduct a site inspection. Take a list of requirements and run through this on site. A sample check list can be found on page 62.

Remember to ALWAYS consider a wet weather contingency plan, particularly for outdoor events. For indoor events, consider what may need to be put into place to facilitate access to the venue in the case of inclement weather.

To hold your event in a park in the City of Logan, you must submit a request. All notification forms must be submitted a minimum of 21 business days before your event. See more information on page 55.

Please be aware that Council will expect the park to be returned to its pre-event state and any damages should be communicated to the Parks Branch as soon as possible. Consider what measures could be put into place to reduce any damage, particularly if you encounter wet weather.

A number of Council run venues are available for the community to hire. For more information about our venues, their dimensions and capabilities, and how to hire, please see logan.qld.gov.au/community-centres-directory.

Council also leases venues to community groups. If you would like to use one of these facilities, you will need permission from the lessee.

TIPS

To avoid unexpected costs, confirm whether the catering, audio visual and staging costs are included in the venue agreement.

Audio visual and staging requirements

For major events involving a large amount of audio visual (AV) equipment, that is more than a projector and screen, it is recommended that you hire an AV technician. They will make sure you have the equipment to support your event, the audio visual runs seamlessly on the day and will be on-hand to fix any failures in a prompt manner.

AV and staging can be an integral element of your entertainment offering, can theme your event to create your desired atmosphere, could be your point of difference making your event stand out amongst your competitors and can help with crowd management.

If organising your own AV it is important to:

- set up well before the event and test, test and test the system
- Make sure your equipment is adequate for the number of attendees and environment e.g. indoor or outdoor
- have spare batteries for cordless / wireless microphones and any other equipment, and
- make sure staff operating the AV equipment know how to trouble shoot if needed.

To provide atmosphere when there are no performances, provide background music that is suitable to the event. Make sure all audio generated by the event is within acceptable noise limits and isn't a nuisance for local residents or businesses.

Always check with your venue or staging manager before the event about your requirements. You may need professional rigging to hang equipment or theming to the ceiling or walls.

Remember to provide an AV run sheet a minimum of 48 hours before the event to the person running the AV for you at the event. An AV run sheet is usually created by using the MC notes or entertainment line-up and adding comments advising when to change slides, dim the lights, go to 'live to screen', turn music on and off etc.

An example of a Run Sheet with AV notes is on page 65.

TIPS

Audio visual and staging is integral in most events and commonly one of the largest expenses. Invest in a professional to make sure your AV delivers as expected.

Equipment hire

Most events will need the hire of equipment. Whether it's chairs, a stage, red carpet, table centrepieces, pin boards or bollards, these can be hired through event companies instead of having to buy, store and maintain it yourself.

If using hired equipment, get written confirmation of:

- supplier name and contact details
- list of equipment, their dimensions and quantity you need
- when and where the equipment is needed
- who will be responsible for transporting the equipment to and from the venue. Include any delivery instructions
- who is responsible for setting up and packing down the equipment and advise when it has to be completed
- a written quote
- check if permits are needed
- check the companies have the relevant insurances, and
- will you need overnight security if bump in and bump out has to occur on days before and after the event?

TIPS

- Get an after hour's contact name and number from each company you engage with for the event day (if your event will run outside of business hours.)
- Include images when there are multiple designs of the same product (e.g. glassware) to confirm your needs.
- Count the equipment on arrival and keep an eye on it during the event.

Catering

Food can be a driver for attendance at events. The type and amount of catering needed will be based on your event structure and the expected number of attendees.

As a general rule, if your event lasts three hours or more, or is at the same time as a standard meal break e.g. breakfast, lunch, dinner, provide food and beverage options for attendees.

Consider if you need to have options available for dietary, religious or cultural needs. Decide if food is provided to attendees free or if it will be on a user pays basis. If attendees are to purchase food and beverage, it is important the offering is in line with their expectations.

Your organisation or the company providing the catering for your event must have a valid food licence and liquor licence (when alcohol is served). Food licences are managed by Council. Allow at least 10 business days for your application to be processed. You can find more information on page 48.

Ask for a copy of your caterer's food licence before approving them to cater for your event.

Any paid staff or volunteers serving alcohol at the event must have a valid Responsible Service of Alcohol (RSA) certificate. Ask for a copy of their certificate before the event. Liquor licences are provided by the Queensland State Government, more information can be found on page 48.

If you are serving alcohol at your event, we would recommend you read "A Planning Guide: Non-profit fundraising events: alcohol, safety and event management - publications.qld.gov.au/dataset/fc2f9cdd-8799-45bf-977b-0f157ee75024/resource/c4034e5e-5364-49b3-ac6f-739d669cb605/fs_download/nfp-events-guide.pdf

If you're unsure of the licences needed to cater at an event, contact Logan City Council at council@logan.qld.gov.au

Council supports sustainable food service practices. We encourage you to work with your caterer to reduce the use of single use plastics and ways to reduce waste. This may be as simple as requesting that no straws are available. Provide an incentive for attendees to bring their own coffee cup or that food packaging is recyclable. Many caterers are happy to accommodate these requests.

Be aware that if you provide a Designated Outdoor Smoking Area (DOSA) at your event. Put a minimum four metre gap around it to comply with the Tobacco and Other Smoking Products Act 1998. No food or beverages are to be consumed or served within this area.

Waste management

Waste management at your event can play an important role in attendees' event experience and perception.

Allow for enough bins including recyclable options and have plans in place to pick up litter throughout the day and post event to make sure your event site is left the way you found it.

On average event attendees are prepared to walk up to six metres away to throw waste in a bin. Therefore, placing bins 12 metres apart from each other at an event will encourage attendees to maintain a clean event site and reduce the amount of cleaning following your event.

As the event organiser, you are responsible for supplying additional bins specifically for rubbish generated at the event site and surrounding areas. We recommend the minimum number of bins for attendee use (not to include existing bin infrastructure), as follows:

- 1 x 240L bin per 100 attendees – if no food or drinks served or sold
- 2 x 240L bins per 100 attendees – if food or drinks served or sold
- 2 x 240L recycle bin per 100 attendees
- 1 x 3m front load skip bin for greater than 1,000 attendees

Additional bins can be arranged through Council at a fee. Not-for-profit companies are eligible for up to \$400 worth of bins per year free of charge for their events. See page 55 for more information.

A general clean-up of the site should be completed as soon as possible after the event to contain rubbish that may fly away (during pack down). A further clean-up is recommended once all temporary structures have been removed from the site.

Your attendees and the community expect events to consider the local environment and to take measures to minimise the impact by adopting sustainable management practices. This can be achieved by:

- providing adequate bins that are clearly signed and strategically placed to make it easy for people to do the right thing
- providing a bin emptying and litter collection regime that maintains a clean site
- placing waste and recycle bins side by side, not back to back, so signage can be easily seen and better separation of waste
- monitoring high and low bin usage areas. Reallocating bins in low usage areas to high usage areas throughout the event
- placing shade cloth over drain entrances during the event to avoid littering the waterways
- allocating designated smoking only areas with 'butt out' facilities and infrastructure to help smokers to butt it, then bin it
- working with stallholders and food vendors to supply recyclable and biodegradable packaging
- encouraging attendees to bring their own reusable water bottle and provide refillable water stations at your event
- working with caterers to provide an incentive for attendees to bring their own coffee cup, and
- providing compost options for caterers. Consider working with a local community garden to collect food scapes for their compost. More information is available on our website logan.qld.gov.au/parks/community-gardens

TIPS

- Create a site map that shows bin numbers, locations, delivery and collection points.
- Get free chilled water at your event using Council's Water Wagon. Visit logan.qld.gov.au/water-wagon-4 to learn more.

Toilets

As the event organiser, you may need to supply additional toilet facilities. Toilet facilities must comply with the Waste Reduction and Recycling Act 2011. It is important that they are:

- accessible for people with a disability
- cleaned and re-stocked regularly (at your expense)
- located away from food service or food storage areas
- weather protected, and
- well-lit so as not to become a security or safety risk.

If the event is likely to attract families, consideration should also be given to providing baby change facilities.

To make sure that there is a suitable number of toilets use the following as a guide for one day or more events:

A. Toilet facilities for events where alcohol is NOT available

ATTENDEES	MALES	FEMALES
<500	1 Toilet, 2 Urinals, 2 Hand Basins	6 Toilets, 2 Hand Basins
<1000	2 Toilet, 4 Urinals, 4 Hand Basins	9 Toilets, 4 Hand Basins
<2000	4 Toilet, 8 Urinals, 6 Hand Basins	12 Toilets, 6 Hand Basins
<3000	6 Toilet, 15 Urinals, 10 Hand Basins	18 Toilets, 10 Hand Basins
<5000	8 Toilet, 25 Urinals, 17 Hand Basins	30 Toilets, 17 Hand Basins

At least one (1) unisex disability access toilet is required.

B. Toilet facilities for events where alcohol IS being consumed

ATTENDEES	MALES	FEMALES
<500	3 Toilet, 8 Urinals, 2 Hand Basins	13 Toilets, 2 Hand Basins
<1000	5 Toilet, 10 Urinals, 4 Hand Basins	16 Toilets, 4 Hand Basins
<2000	9 Toilet, 15 Urinals, 7 Hand Basins	18 Toilets, 7 Hand Basins
<3000	10 Toilet, 20 Urinals, 14 Hand Basins	22 Toilets, 14 Hand Basins
<5000	12 Toilet, 30 Urinals, 20 Hand Basins	40 Toilets, 20 Hand Basins

At least one (1) unisex disability access toilet is required.

For events which are shorter than 8 hours in duration you can reduce the number of toilets mentioned above by using the following guidelines:

- 6-8hr event = reduce by 80%
- 4-6hr event = reduce by 75%
- Less than 4hrs = reduce by 70%

In addition to the above, one sanitary convenience bin must be provided per dedicated female toilet.

Where portable chemical type units or effluent holding tanks are used for events longer than four hours, discuss with your supplier if they will need to be located so that they can be pumped out during the event.

Traffic management

Good traffic management will make sure your attendees have an enjoyable time from the moment they arrive to the moment they leave. It will also make sure local residents and businesses are not disrupted and are happy to have your event back in the future.

When planning your event consider available parking and any roads that may cause bottlenecks or that may need to close due to the additional traffic that your event will attract. You can always contact us (council@logan.qld.gov.au) to check if unsure.

To close a road, alter traffic conditions, temporarily close a public carpark or conduct a cycling event in live traffic you must complete an Application for Road Closure. All applications should be submitted a minimum of 30 days before the event, or longer for main road / multiple road alterations. More information can be found on page 55.

A traffic management company will need to manage any road closure or traffic management for you. They will submit the road closure application on your behalf. In addition, they will liaise with Translink if any service routes will be affected and seek a traffic permit from the Queensland Police Service (QPS).

Once a Road Closure Permit has been issued, the event organiser must arrange a notification (including proposed traffic management measures) to be delivered to local residents and businesses within a 500m radius of affected roads. This must be delivered at least one week before the event taking place. This is also a great way to market your event and invite local residents. See page 68 for an example of a resident's notification letter.

Queensland Police, Fire and Rescue and Ambulance Services must also be notified. An example of a notice to emergency services can be found on page 82.

It is recommended to reserve parking areas for:

- visitors with accessibility needs
- VIPs
- emergency services and first aid services
- event staff and volunteers
- competitors, performers and exhibitors, and
- buses and coaches.

TIPS

Advise attendees in advance through social media or email of their transport, parking options and potential shuttle options.

First aid

First aid services are critical to any event. The minimum qualification level for a person to provide first aid is "Provide First Aid". Numerous suppliers that provide this course can be found online.

It is highly recommended to engage professional first aid services for your event. First aid stations should be properly staffed, equipped and clearly identified so they can be easily located by those who need them. The number of first aid stations will depend on the size and scale of the event.

Below is a guide for the provision of first aid services. Where the expected attendance at the event is 5,000 or more, first aid room facilities must be provided.

ATTENDEES	FIRST AID PERSONNEL	FIRST AID STATIONS
500	2	1
1000	4	1
2000	6	1
5000	8	2

Accessibility

Make your event welcoming and accessible to everyone in the community. This will increase attendance at, interest in and the sustainability of your event for future years.

Create a warm and welcoming environment by:

- providing catering options to suit all dietary needs due to allergies, culture or lifestyle preferences
- consider adding hearing induction loops and an Auslan signer
- make sure signage or event programs are clear and easy to read
- add calm spaces to your event for people with sensory sensitivities, and
- make sure the venue is accessible by providing enough parking, pick up / drop off areas, close to public transport and provides disability / mobility impaired parking and facilities.

Invite local community groups to be involved in your event and ask what additional activities or services could be included to make them feel more welcome at your event.

Logan City Council supports accessible events. More information on our Access and Inclusion Plan can be found at logan.qld.gov.au/downloads/file/165/access-and-inclusion-plan-2019-2022

Volunteers

Volunteers are invaluable at any event and will help you to reduce the cost of staff wages. Volunteers may be from your organisation, from the community, students from TAFEs and universities.

They may want to gain work experience or be from companies that offer paid volunteer days to their staff. They could even be employed by your sponsors as part of their agreement.

If you need substantial numbers of volunteers, carefully plan their recruitment, training, event-time rostering and management. This process should:

- determine how many volunteers you need
- what roles and responsibilities they will be given
- what training they may need
- what they need to wear
- protective equipment or items they should bring eg sunscreen, hat, water
- create a positive and grateful atmosphere, and
- remember to thank your volunteers for their time and effort.

Volunteers at recurring annual events should not be taken for granted. Thanking them, making the volunteering experience fun and establishing a positive relationship will contribute to them wanting to volunteer again.

The most important volunteers can be on your event committee. These volunteers dedicate significant time, passion and skill to making your event a success. It is important to recognise their efforts and thank them for their contribution.

For long term events, when committee members plan to move on, provide opportunities for imparting knowledge and succession planning.

If you need additional volunteers for your event, approach Volunteering Queensland.

TIPS

For smaller events with no traffic management requirements, work with a local community group and allow them to charge \$2 for parking to raise funds.

Event collateral and signage

Event signage

Operational signage is an important part of any event in communicating messages to participants.

Upon arrival at the event site there should be signs advising the event name, parking areas, drop off zones, public transport, access to the event site, ticket booths, catering, toilets, emergency meeting points, first aid, smoking areas, activities and stallholders.

TIPS

Don't put a date on the directional signage at the event, so they can be reused for future events.

Use signage to clearly advise attendees of any restrictions that may apply to the venue like:

- age restrictions
- pass out availability
- prohibited items
- opening times
- entry requirements and registration
- special transport arrangements
- pet friendly or not
- alcohol restrictions.

It is important to discuss with the landowner or venue where the signage will be placed, and how it will be affixed before preparing your signage. This is recommended as some venues do not allow signs to be staked into the ground or affixed to walls.

Event program

One of the most important things to know when you arrive at an event is what's on and where.

Events can offer a multitude of activities and opportunities to attendees. These may be competitions, parades, exhibitions, performances and more all running concurrently and potentially over numerous days. An event program which includes the main information an attendee will need in one place is very useful.

A program can be a printed flyer, printed on signage or placed on-line for attendees to access.

Producing, distributing and advertising an event program online with key information will reduce the number of enquiries you receive on the day and the number of printed programs you feel you need to produce, reducing costs and making your event more sustainable.

Consider including the following on your event program:

- times and locations for entertainment and activities
- make note of accessibility (parking, public transport, ramps, disabled parking)
- a site map identifying facilities like toilets, first aid, food outlets etc.
- a contact phone number
- social media sites and hashtags you'd like your attendees to use.

Promotional items and giveaways

If you or your sponsors have giveaways, it's important to keep safety and environmental impacts in mind.

Consider the hazards associated with your promotional items, especially if children will have access to them.

Disposable plastic items, like balloons can cause serious environmental harm and Council discourages the use or distribution of these items at events.

Items should be non-toxic, not contain loose or small parts that can be swallowed and not have sharp edges or strings that could cut or choke a child. Safety and warning labelling should be included where necessary. See the Office of Fair Trading's website for more information.

Consider alternatives to paper flyers to reduce your event's carbon footprint.



EVENT PROGRAM DEVELOPMENT

Entertainment

Speakers, Master of Ceremonies (MC) and entertainers are the key component of most events.

It is important to consider:

- Will they enhance your event?
- How will they engage your audience?
- What are their needs? (eg. AV, staging, travel, green room, rider)

Once you've chosen and booked your speakers and entertainers, they will usually need the following information as a 'run sheet'.

- Brief of what their topic / performance should be about.
- Duration of performance? E.g. one hour with a 15 minute break in the middle.
- The times they will perform during the event.
- If they are needed / requested for photo and media opportunities.
- Speaking Notes (for the MC).

Include a Welcome to Country or Acknowledgement of Country at the start of your event. This practice shows respect for the traditional owners and elders of a particular area of region. More information can be found on page 37.

Confirm attendance in writing and follow-up closer to the event to make sure your speakers and entertainment show up on the day.

TIPS

An APRA licence is needed for music or videos not owned by the performer (more on page 48).

Travel requirements

Once all key components are booked (e.g. venue, speakers, infrastructure), consider what travel is needed for event staff, speakers and any professional services.

Be wary of 'riders'. Riders are additional requests from entertainers and may be special food, drink, travel or special backstage arrangements. These are expensive and negotiable and may include things like first class travel etc. It is recommended to book any flights and accommodation after negotiation. Then get the best prices or take advantage of special deals.

If you are expecting event attendees to be overnight visitors to the city, contact local accommodation and dining venues near the event site to advise them of the event and the likelihood of increased numbers. This will allow them to roster more staff, keep the venue open longer and understand why they have increased demand.

Touch base with these providers after the event to gauge the effect the event had on their business. They may be a prospective sponsor for future events.

TIPS

- Negotiate a discounted accommodation rate / code for large group bookings and to track the impact the event had on local tourism.

EVENT DAY TOOLKIT

Leading up to and on the day of your event, the following tools will help communicate to all stakeholders:

- site plan (s)
- run sheet
- MC notes and AV technical notes
- contact list
- pre-event briefing
- risk management and emergency evacuation plan

Examples of run sheets, AV technical notes and MC notes can be found in the appendix. Use these as a guide to create your own, specific to your entertainment and activities.

Your event day contact list should include mobile or afterhours phone numbers for the following:

- event team
- volunteers
- all suppliers including the venue, equipment hire, security
- entertainers, MC, Welcome to Country provider
- emergency services

Risk Management including a risk management plan is detailed on page 40.

Site Plan

A site plan is an aerial drawing of the event location that details the layout of all the activities, buildings, facilities and amenities.

Where possible, your site map should be to scale to accurately measure how much space is needed for each activity, ensuring it will fit on the day and identifying any hazards that will need to be removed or shifted. If you are holding an outdoor event, use Google maps to gain an aerial view of your site. If you are using an indoor venue, the venue should have a map of the room and facilities you are using.

The site plan will also show where key amenities like food outlets and toilets are in relation to your activities and provide a visual idea of how the event is going to look and what the event experience will be for attendees.

Depending on the size and complexity of your event, you may need multiple site plans to highlight different elements for various stakeholders

Attendees - the site map for attendees should show where activities, stalls, food, amenities, first aid and parking are located. This map should be promoted through social media, signage or a printed program on the day to help attendees navigate the site. See page 69 for an example.

Emergency Services - this map should show the emergency assembly areas and emergency vehicle access points.

Suppliers - a logistics site map detailing the traffic flow for bump in / out, lighting towers, toilets, bins, etc. can be drafted and distributed to suppliers.

Relevant site maps should be distributed to all stakeholders before the event to maintain clear communication.

TIPS

Advertise the site map on the event website and social media before the event. That way you can reduce the number of programs needed to be printed.

Pre-event briefing

Before any event it is important to provide a pre event briefing to all stakeholders so everyone has a clear understanding of their roles and responsibilities at the event. Where possible conduct it face-to-face, otherwise a clear email with all briefing information will suffice. The briefing should include:

- staff or volunteers' shift start and end time
- where to meet onsite (show this on a map)
- outline of event program and schedule
- site plan
- their tasks and responsibilities
- contact details for people in charge of each event area
- parking and access details
- meals and breaks
- what to wear e.g. sunscreen, hat, branded clothing etc.
- emergency / evacuation plan
- first aid services / incident report forms
- whether there is a secure area for their bags, or if they'll have to carry it
- thank you to everyone for their participation and support
- ask if anyone has questions!

On the day of the event once everything is set up and before the event officially commences conduct a briefing with the onsite event team.

This briefing will usually be to inform staff and volunteers of key timings, a walkthrough of the event site showing key areas (first aid, toilets, information, hearing loop and smoking), emergency plan, how to use any equipment / technology, reiterate meals and break times, advise any important VIPs in attendance, protocols and allocate / confirm roles.

Above all this briefing is to thank everyone for their support and participation and gear them up to have a fun, positive and happy experience at the event. The more people have fun and are thanked, the more likely they'll want to be part of your future events.



PROTOCOLS

Not all of the tips below may relate to your event, but they are worth considering in your planning.

Welcome to Country / Acknowledgement of Country

Include a Welcome to Country or Acknowledgement of Country at the start of your event.

A Welcome to Country is a protocol where Aboriginal or Torres Strait Islander Traditional Owners welcome others to the land of their ancestors. This can only be done by an elder from the land where the event is being held. This can be augmented by a story, smoking ceremony, a dance or short speech.

The Acknowledgement of Country differs from a Welcome to Country in that it can be delivered by both First Nations and non First Nations people. This practice demonstrates respect for Aboriginal and Torres Strait Islander cultures. It recognises the importance of acknowledging Traditional Owners of the land and / or sea. Where possible, an indigenous attendee at the event should provide the acknowledgement of country, otherwise the MC traditionally does it.

More information and examples of Acknowledgement of Country can be found at qld.gov.au/atsi/cultural-awareness-heritage-arts/welcome-to-country. If you would like more information, please contact our team on 3412 3412.

MC Welcomes

Within the MC speaking notes it is protocol to welcome the VIPs to the event. The order for acknowledgement is for prioritising government officials in order of precedence (federal, state, local). Then major event sponsor representatives, minor event sponsors, event ambassadors and special guests.

Australian Anthem

Advance Australia Fair should be played wherever possible at major functions involving other nations. The visiting nation's anthem is to be played first, followed by the Australian National Anthem.

Australian Flag

Flags should be flown or displayed in a dignified manner and should not be used as a curtain to unveil a monument or plaque or used as table or seat covers or allowed to fall to or lie upon the ground.

Flags should not be flown at night unless properly lit and more than one flag should not be flown from the one flagpole. National flags of sovereign nations should be flown on separate poles and at the same height and should be of the same size. The Australian National Flag should be hoisted first and lowered last and is always flown in a position of precedence.

For more information on flag protocols for the Australian flag, see anfa-national.org.au/

Plaque Unveiling

Wording for the plaque should include:

- the occasion building name
- name of the person / persons actually performing the unveiling
- date of unveiling, and
- relevant stakeholder logos.

Keeping the information brief is important, as is making sure correct names and titles are used.

In relation to "unveiling", it should be noted that national or state flags should not be used. Use a curtain, you can get these from a local hire company.

Plaques using Logan City Council or a councillor's name should be sent to council@logan.qld.gov.au for approval, before they are minted.

Any plaques associated to the Queensland State Government are to adhere to the protocols found at dilgp.qld.gov.au/resources/guideline/lg-grants/plaque-information.pdf.

Invitations

Invite VIP guests (councillors, ambassadors, sponsor representatives, high profile identities, etc.) in writing (letter / email), with enough time for them to attend or arrange a representative to attend in their place. Once VIPs accept your invitation you'll need to arrange:

- to check correct spelling of names, titles and salutations
- reserve parking close to the event
- transport (occasionally VIPs request the event organiser to arrange this)
- accommodation (if needed)
- catering at the event and if special meals are needed (allergies etc.)
- an event committee representative to host them at all official functions
- all-access event accreditation pass.

Forms of Address

The most common form of address when greeting a VIP in person is [title] [surname]. However governors, high government officials, military officials or religious clergy have a different form of address.

Alternatively, most officials have a protocol form that must be completed for them to attend. On this form it will advise the form of address they prefer along with any other protocols needed with their attendance (e.g. seating requirements).

Any attendees who have received an award of honour will have post nominal letters to include on their invitation, envelope and place card.

For further information see page 56.



RISK MANAGEMENT

Logan City Council is committed to event safety and takes risk management seriously.

As the event organiser, risk management is an important component of your planning and it is your responsibility to complete a Risk Assessment before the scheduled event. The Risk Assessment should identify, assess and put controls in place to manage potential risks relevant to the event.

To help you to create a Risk Assessment, a template is on page 71.

The easiest way to complete a risk assessment is to brainstorm with your event committee all the potential risks and 'what ifs' that may happen during the planning of the event, at the event and post event.

From there, your committee will assess the risk using a risk matrix and decide upon control measures to reduce the possibility of the risk occurring. Or if the risk does occur, know how to mitigate it quickly. During the planning stages of your event it is important to continually monitor event risks to update the risk management plan.

All events should keep detailed records of all incidents that occur from a paper cut to a more serious incident. A template for an incident report can be found on pages 78-81. In response to any logged incidents, changes should be made to the risk management plan and its implementation as the event progresses and for future events.

Emergency Management Plan

An Emergency Management Plan is a document that outlines how emergencies will be handled during the event. Emergency Management Plans need to:

- identify who is responsible for responding to incidents
- procedures to be followed for a number of situations, e.g. medical emergency, fire, communications failure, crowd crush
- include a contact list for event stakeholders and emergency services
- detail evacuation procedures and identify emergency exits / assembly points on site maps.

Make sure access to fire safety installations and emergency exits is maintained. Identify where access is for emergency vehicles. This path must always be clear during the event. Provide copies of the Emergency Management Plan to all event stakeholders.

The event organiser must be contactable for the duration of the event by Council and emergency services in case the venue needs to be evacuated or they need to report a complaint about the event.

Emergency Evacuation

It is imperative for as many attendees to evacuate within the shortest possible time from your event site.

Emergency evacuation plans should provide for safe refuge for mobility-impaired attendees that they can be evacuated after the majority has left.

Before your event provide emergency services with the event details, emergency contact details and venue access requirements. Security and key personnel must be familiar with the emergency procedures within the Emergency Management Plan. Include the key points as part of the pre event briefing.

See page 82 for an example of how to advise emergency services of your event.

Unsuitable Weather

When planning your event, you should have a clear understanding if the event can still proceed in high winds, high temperatures, heavy rain, storms, etc. In your risk management, clearly outline the cut off for when the event will be cancelled due to unsuitable weather.

Monitor the weather in the lead up to your event. Be prepared for the weather that is forecasted. If the event forecast is unsuitable and there is the chance the event may be cancelled, be prepared for attendees to start making contact to confirm. Put a plan in place to communicate to attendees early if the event is still proceeding or not. This could be through email, social media or updates on the website.

You will also need to continuously monitor the weather and have staff on standby. If the event is cancelled, roll out the cancellation plan as soon as possible. This will involve communicating key messages, advising all suppliers / vendors, advising all attendees. Pack down of any event equipment on site to avoid it getting damaged (if safe to do so).

Pandemic Risk Management

Post 2020 and the outbreak of Covid19, risk management at events now needs to account for the potential spread of a virus.

Queensland Health is responsible for the response to the pandemic and has provided a Framework for the management of events.

This Framework sets out key public health principles and event-specific public health strategies that will limit the transmission of COVID-19 at events. It will help event organisers operate safely and is applicable for all events.

The Framework does not alter the existing approval arrangements that apply to events. As an event organiser, you still need to get the relevant approvals / permits from the venue / landowner, local council and / or Queensland Police Service.

Currently, event management practices are guided by the Industry Framework for COVID Safe Events which provides the following for events:

- Fewer than 1,500 people – no Queensland Health approval needed when following a COVID Safe Event Checklist.
- 1,500 to 10,000 people – need a COVID Safe Event Plan approved by local Public Health units.
- Over 10,000 people – need a COVID Safe Event Plan approved by the Queensland Chief Health Officer.

Under the Framework, Statements of Compliance are necessary for your completion when hosting an event:

- Statement of Compliance – COVID Safe Event Plan
- Statement of Compliance – COVID Safe Event Checklist

You need to print and complete the relevant Statement of Compliance for COVID Safe Events and display it in a prominent, visible location at your event.

Fact sheets are available to help event organisers navigate the Framework:

- Having the appropriate Documentation and Approvals in place
- How to Determine Maximum Patronage
- Advice for Organisers of Category One Events
- Advice for Organisers of Category Two Events
- Advice for Organisers of Category Three Events

The above information is regularly changing and being updated by Queensland Health. Up to date regulations can be found on the Queensland Government website - [covid19.qld.gov.au](https://www.covid19.qld.gov.au).



SAFETY

Community safety and security

Community safety and security at events is essential. Different types, scale and scope of events need different levels of security and should be determined as part of the risk assessment e.g. crowd control, cash and equipment protection. The recommended number of security personnel for events where alcohol is served is based upon the guidelines in the 2002 Liquor Regulation Act.

ATTENDEES	SECURITY PERSONNEL
1-100	2
101-200	3
201-300	4
301-400	5
401-500	6
Every 250 patrons over 500	+1 (minimum) additional

When you engage with professional security services, they will be able to provide you an indication of the security needed based upon your event. For example, alcohol service can increase the required security.

Depending on the scale of the event, two-way radios are beneficial for event staff, security, traffic control and first aid to communicate easily.

All events should have a key command area responsible for handling:

- serious complaints
- lost children
- noise
- crowd control
- medical and first aid
- lost property
- monitoring the general vibe, and
- behaviour of the attendees.

It should be the point of contact for external issues that might impact the event. This area should be clearly signed, always staffed, marked on the site map and shown in the program for attendees.

If event infrastructure remains at the event site overnight, engage security to keep it safe and secure.

For night-time events, it is vital that all areas of your site, especially access paths and emergency exits are clearly lit. You may need to provide additional lighting at your own expense.

As a requirement of your event licence, Council may request you engage professional security service. Please contact us on 3412 3412 to confirm or if you have any questions.

Consultation with

- the Queensland Police Service
- Queensland Fire and Emergency Services, and
- local Ambulance is strongly recommended.

The Queensland Police Service may need you to engage police officers on special duties, security guards and / or crowd control, at your expense. Contact Queensland Police Service on **131 444** to determine their requirements or visit police.qld.gov.au.

Crowded places, particularly for major events, may need additional safety and security precautions. Suspicious activity including terrorist threats should be considered as part of the event planning process. For more information refer to the Australian National Security website nationalecurity.gov.au/Media-and-publications/Publications/Documents/crowded-places-self-assessment-tool.pdf

Electrical safety

You should engage an electrician to review your event plans and to inspect activities at your event site before opening to make sure they are safe and compliant.

Any equipment you or your suppliers use must be compliant and used in line with the Electrical Safety Act 2002 and Electrical Safety Regulation 2013.

This includes but is not restricted to:

- all electrical equipment, including extension leads, to be tested and tagged in accordance with AS/NZS3760:2010 In-service safety inspection and testing of electrical equipment
- extension leads are to be tagged with the owner's name
- portable electrical equipment is to be double insulated or earth leakage protected
- all flexible and extension leads must be placed in an area where they will avoid being damaged, or where they will be protected from any damage including by liquid
- in areas subject to foot traffic, extension and flexible leads are to be laid out so they do not pose a trip hazard or obstruct safe access to the area. To remove potential trip hazards, leads on the ground are to be kept clear of moisture wherever possible and are to be covered with adhesive duct tape or ground mats
- no piggy back plugs or double adaptors are permitted. Power boards are to be used where there is more than one electrical device in use.

It is recommended that portable residual current devices i.e. portable safety switches be connected into the main power supply as a safety precaution. This is in addition to the residual current devices installed at the main power outlet.

For more information on electrical testing and tagging please visit the Electrical Safety Office website at: justice.qld.gov.au.

Use of generators

Always follow the manufacturer's instruction in the operator's manual. The hazards of incorrect generator use are;

- poisoning from toxic engine exhaust
- electric shock
- electrocution
- fire, and
- contact with hot surfaces.

Please consider the following and address them in your Risk Assessment:

- location of generators – always use outdoors, only in dry weather, minimum of one meter, spacing on all sides and isolated from the general public at all times e.g. barriers
- storage of fuel- store fuel in labelled containers away from any fuel burning appliance
- hot generator refuelling- never add fuel while a generator is running, wait for the motor to cool
- electrical hazards - make sure hands are dry before touching the generator and do not allow it to get wet
- fire hazards - make sure suitable fire extinguishers are immediately accessible, and
- potential noise nuisance.

Powerlines

If your event location is in close to overhead powerlines please be aware that additional safety measures, like exclusion zones are needed.

For more information about working near powerlines please see the Energex Look up and Live factsheet on their website: energex.com.au

Gas safety

The Queensland Petroleum and Gas Inspectorate advise that mobile food vendors (caravans, mobile food vans etc.) attending events in Logan City need to have a current Gas System Compliance Certificate (AS / NZS 5601:2:2010 Gas Installations). This certificate is a requirement under the Petroleum and Gas (Production and Safety) Regulation 2004 s105E which states:

The owner of a commercial vehicle or vessel must ensure the gas system in the vehicle or vessel is inspected, and has a gas compliance certificate or an interstate gas compliance certificate issued in relation to it, at least once in every 1 year period.

A copy of the Gas System Compliance Certificate should be available for viewing by Council Officers during the event.

Portable recreation LPG cylinders (barbecue, camping) need particular care. These cylinders usually contain nine kilograms of LPG and can be refilled or exchanged at most service stations. Use and store your LPG cylinder in a well-ventilated area and store away from excess heat and possible sources of ignition.

For more information see the Checklist for Outdoor Events, available on the Petroleum and Gas Inspectorate's website at mines.industry.qld.gov.au/assets/petroleum-pdf/lpg_safety_checklist.pdf.

Fireworks

Carefully consider the appropriateness of the event site for a fireworks display, take into account any potential environmental and social impacts. Some sites are unsuitable for fireworks displays.

Inform the local community of the event and that fireworks will be displayed at a certain time and recommend that animals are kept secured.

If you include a fireworks display in the event, you must engage a licensed pyrotechnician to carry out the display in line with the Queensland Code of Practice – Control of Outdoor Fireworks Displays.

Make sure your licensed pyrotechnician provides a copy of the following to Council:

- Fireworks display notification form (submitted to the Department of Natural Resources and Mines. Visit dnrm.qld.gov.au or phone 137 468).
- Fireworks insurance policy
- Fireworks contractor licence, and
- Fireworks operator's licence (conducting the show).

Makes sure you notify the local fire and police station about the fireworks at least seven days in advance.

In line with the Explosives Regulation 2003, licensed fireworks operators must have a safety management system. The event organiser should get a copy of their site-specific safety management plan. The plan will include the details of the exclusion zone for safety purposes.

Event organisers are responsible for the security of the exclusion zone around the fireworks during the display. The use of metal equipment is prohibited (mortars, tubes, frames, pickets and stands).



INSURANCES

Public Liability Insurance

It is important to note that only events managed and controlled by Council are covered under its public liability insurance policy.

This policy indemnifies Council and no other party. All other event organisers need to provide a certificate of currency for \$20 million. This must cover the duration and scope of the event. It must note Logan City Council as an interested party if we are sponsoring your event or you are conducting your event on Council property. You should also make sure that any other party or provider associated with your event has public liability cover.

Written evidence of this cover is provided to you before the event by your insurer.

Worker's Compensation

Events may include persons who are 'working' like security guards, promoters and / or sponsors. As per legal requirements, the employers of these individuals need to have in place Workers' Compensation cover. A certificate of currency should be obtained by way of evidence.

Personal Accident Cover

Volunteers may be involved in the running and coordination of the event. Consideration may need to be given requiring these persons to be covered by a personal accident policy should they suffer a personal injury (i.e. effectively to replace Workers' Compensation cover).

Motor Vehicle Insurance

All vehicles should have motor vehicle insurance. In some instances, event organisers may feel it necessary to make sure:

- all motor vehicles (including off-road vehicles) are covered by a fully comprehensive motor vehicle policy in case of damage caused by those vehicles onsite, and
- all drivers are licensed appropriately.

Event Insurance

In case the event needs to be cancelled due to undesirable weather or the main attraction cancelled it is recommended to get event insurance. This should cover all expenses associated with cancellations (e.g. attendee refunds, bonds already paid).

Event insurance can be expensive and may not be worth the investment. The cost is based on the scale of your event and potential risks. Be sure to include in your policy the effects of inclement weather before your event and on the day. For example, it may rain for the five days before your event and make the ground unsafe to hold an event, but it could be fine and sunny on the actual day of your event.

PERMITS, LICENCES AND APPROVALS

Specific approvals will depend on your type of event. It is recommended that organisers liaise with Logan City Council to determine all necessary permits, licences and approvals.

Temporary Event Licence

Council regulates Temporary Events Licence to make sure that they are conducted in a safe manner for patrons, while mitigating nuisances. Event organisers may need to apply for approval. See more information on page 55. Please submit your application at least 30 days before your event.

Temporary Sign Permit

If you plan to place a temporary sign on public places, you will need to apply for an application with Logan City Council. See more information on page 55. If you plan to place the sign on Queensland State Government spaces (highways) you will need to contact the Queensland Department of Transport for approval.

Food Licence

It is the responsibility of the event organiser to make sure that the relevant vendors have appropriate approvals. Vendors will need to have a food business licence or temporary food licence. More information is on page 55.

Film Production Permit

Council has a role in regulating film production in public spaces. This makes sure activities are carried out in a safe manner – with minimal disruption to local residents and businesses. Visit logan.qld.gov.au/downloads/file/1045/application-for-a-permit-film-production-on-a-public-place for more information.

APRA

An APRA licence is required for your event when sound recordings and the composition of musical works are protected under copyright and need approval from owners to play in public. For more information see page 58.

Liquor Licence

Any event involving the sale of alcohol must have a liquor licence and all staff serving alcohol will need a responsible service of alcohol certificate. For more information see the Office of Liquor and Gaming Regulation details on page 58.

Amusement operators

Make sure all amusement ride operators provide Council with copies of their:

- certificate of Registrable Plant
- certificate of compliance issued by the Division of Workplace Health and Safety for all amusement rides, plus
- all public liability insurance policies.

Animal contact amusement operators e.g. animal farms or petting zoos are required to operate within the Infection Control Guidelines for Animal Contact. For a copy of these guidelines phone Queensland Health on **137 468** or visit health.qld.gov.au.

Additional considerations may be required by State Government legislation for some types of events not addressed in this guide. It is recommended that you also reference Tourism Queensland Event Guide and the Queensland Police qld.gov.au/__data/assets/pdf_file/0032/94595/events-in-queensland-best-practice-guidelines.pdf or <https://www.police.qld.gov.au/sites/default/files/2018-08/EventMgmtGuide.pdf>



ENVIRONMENTAL IMPACT

Community awareness

Consider the level of impact your event may have on the surrounding community through loud noises (e.g. amplifiers, fireworks), increased parking, or changed traffic conditions. In these situations, event organisers should notify the local businesses and residents of:

- location, date, time and nature of the event
- providing a direct person to contact for questions and complaints
- proposed security measures, and
- changed traffic and parking conditions.

This can be done through letterbox drops, community noticeboards, or local newspapers. This will reduce negative community reactions and is also a method to market your event to the local community to attend. While you may notify the local residents your event will still have to comply with legislative responsibilities regarding noise restrictions and nuisances.

An example letter advising the local community of events is found on page 68.

Noise

Event organisers must take all reasonable and practical measures to minimise noise nuisance. Consider the placement of your stage area to help with this (including directing speakers away from residents and businesses). We recommend you use sound level monitoring equipment throughout the duration of the event. Any amplified sound must comply with the Environmental Protection Act 1994. Penalties may apply if noise levels are exceeded. Please note that if the event holds a liquor permit alternate noise criteria will apply.

Noise criteria from the Environmental Protection Act 1994 provides an indication of whether an event or event venue may create a noise impact on noise sensitive places. Criteria worth considering:

The application must not use or allow the use of the premises for an open-air event:

- Before 7am on any day if the use causes an audible noise, or
- From 7am to 10pm on any day of the use causing noise of more than 70dB (A), or
- After 10pm on any day if the use causes noise of more than the lesser of the following:
 - 50 dB (A)
 - 10 dB (A) above the background noise level.

Animal management

By allowing animals into an event the event organiser assumes some responsibility for the actions of those animals.

If the event includes domestic animals, Local Law No. 2 (Animal Management) requires all animals be under effective control or contained within an appropriate enclosure at all times. Further, as the event organiser is in charge of the animals please make sure you clean up after them. Protecting the community against risk of injury and damage is paramount while making sure the animals do not create a nuisance.

For more information please contact us on **(07) 3412 3412**.



POST EVENT

While all the energy and excitement is around event day, there are key tasks that need to be completed in the days and weeks following. It is important to plan for the following:

- pack down and removal of any temporary structures and promotional signage
- cleaning and waste removal from the event site
- return of any hired equipment
- return of sponsor materials
- complete an event stock inventory to see if anything needs replacing in preparation for the next event
- letters or emails of appreciation to event staff, volunteers, key organisations and event sponsors. For some stakeholders who do more than needed, sometimes a gift can be a nice gesture
- noting parts of the event that were a success, needs improvement and should be removed from future events. This should be done by event staff within the first 24 hours following the event while it's fresh in your mind
- analyse the success and reach of the marketing and communications through website traffic and demographics from social media
- scheduling post event debrief meetings with key stakeholders to receive feedback
- conducting a post event evaluation
- preparing an event report
- completing specific reports for sponsors and any government agencies
- check all invoices are paid
- provide financial statements for grant providers.

Evaluating the success of events and identifying the benefits generated for sponsors / funders and the community is the foundation stone for gaining future sponsorship and community support.

Because of limited financial resources and time constraints, some event organisers can find it difficult to undertake an evaluation, particularly in the case of events that are not ticketed. However, time should be committed to evaluating three key areas in order to generate enough information for meaningful reports to sponsors and the community.

Debriefing Meeting / Planning Assessment

The first step is to arrange a debriefing meeting of the event organisers / main committee / sub-committees as soon as possible after the event, while everything is still fresh in the collective memory.

The aim of this meeting is to review each aspect of the event planning, management and marketing, examine any problems, and identify ways future events can be improved. Importantly, the event outcomes should be evaluated against the goals. As part of this review, organising committees also need to recognise what worked well, i.e. the successes achieved throughout the planning and staging processes.

Further debrief meetings are then arranged with key stakeholders to receive feedback, provide feedback and overall thank you for their contribution to the event. These should be done within 30 days of the event. Where meetings are not needed, send an email to all stakeholders thanking them for their involvement in the event and request them to email through any feedback they may have.

On occasions thank you gifts may be appropriate for those who have offered their services in-kind.

Event Assessment

This step should examine the event in the context of patronage and financial performance.

When estimating attendance, there is often a tendency to over-estimate numbers and committees should guard against this. If the event is not ticketed and there are no counts of attendance, estimates should be sought from several different sources, particularly any participating individuals who may have experience in special events like stallholders / concessionaires and police.

Inviting the attendees to complete a post event survey will help to gain more accurate event data and are valuable to receive market data for future grant and sponsorship funding. Try to collect:

- postcodes
- age group
- how they heard about the event
- method of travel i.e. vehicle, public transport, plane
- Did they do any sightseeing while in the area?
- Did they book accommodation?

The more information you can get the better because it is this hard evidence that sets the foundation for future sponsorship, grant funding and other help.



HELPFUL SOURCES

Event Logistics

SOURCE	DESCRIPTION	LINK
Logan City Council Toolbox	A quick guide to applications and advice for waste management.	lgtoolbox.qld.gov.au/logancitycouncil/home
Temporary Event Licence	Your event may need a licence under Local Law No.9 (Licensing) to ensure the event or market maintains high standards of public health and safety.	logan.qld.gov.au/events-markets-information/events-markets-information-1
Holding your event in a Park	Notification form of your intent to hold your event in a park.	logan.qld.gov.au/holding-event-park-2
Temporary Road Closure Application Form	For the closure or partial closure of a public road or carpark.	logan.qld.gov.au/downloads/file/1080/application-for-road-closure-application
Permit for a Temporary Sign or Advertisement on a Public Place	Signs advertising your event in a public space may require a permit.	logan.qld.gov.au/business-licencing/local-law
Food Business Licence	Under the Food Act 2006 (the Act) requires most food businesses to be licensed by Council	logan.qld.gov.au/business-licencing/food
Temporary Food Event Licence	Under the Food Act 2006 (the Act), Logan City Council licenses and monitors food safety at temporary food stalls, although most fundraising activities involving the sale of food are exempt from licensing.	logan.qld.gov.au/business-licencing/food
Free additional bins for Not-For-Profits	We allow approved organisations hosting a community event within Logan up to \$400 per financial year to use towards 240L standard or recycle bins for events.	logan.qld.gov.au/waste-exemptions-community-event-bins
Tourism and Events Queensland Manual	A comprehensive events manual for further guidance.	teqld.uberflip.com/i/1012067-queensland-events-guide-2018

SOURCE	DESCRIPTION	LINK
How to write an event business plan	Eventbrite provides a step by step overview of what should be included in your business plan.	eventbrite.com.au/blog/event-business-plan-ds00/
A protocol guide to Forms of Address	A protocol guide to Forms of Address. A complete understanding of forms of address for all levels of hierarchy.	premiers.qld.gov.au/publications/categories/policies-and-codes/assets/att1-forms-of-address.pdf
Volunteering Queensland	Register with Volunteering Queensland to advertise opportunities through the biggest volunteer database in Queensland.	volunteeringqld.org.au
TransLink (public transport)	Please note that if your event will attract more than 5000 people per day you will need to declare it as a special event with TransLink. Dependent on the scale of the event, a 'park and ride' service may be needed. All transport options should be communicated through your event promotion.	translink.com.au
Fireworks	The Queensland Government provides a detailed understanding of how to plan for fireworks.	qld.gov.au/emergency/safety/explosives-fireworks/fireworks/planning-fireworks-display

Funding

Logan City Council

Logan City Council offers grants to community organisations, individuals, clubs and services. They cover a range of areas and interests:

- sports
- arts
- events
- programing
- environment
- education, and
- individual aspirations.

For more information visit logan.qld.gov.au/community-support/grants.

Queensland Government

Sponsorships are available to businesses, associations, local councils and not-for-profit events that:

- create jobs and a diverse economy
- deliver quality frontline services
- foster innovation
- protect the environment
- build safe, caring and connected communities.

For more information, visit qld.gov.au/sponsorship.

Arts Queensland

Arts Queensland partners with local governments to support quality arts and cultural experiences across Queensland.

The Regional Arts Development Fund (RADF) promotes the role and value of arts, culture and heritage as key drivers of diverse and inclusive communities and strong regions. RADF invests in local arts and cultural priorities, as determined by local communities, across Queensland.

For more information visit arts.qld.gov.au/regional-arts-development-fund.

Celebrating Multicultural Queensland Program

The Celebrating Multicultural Queensland grants program funds initiatives that celebrate and promote Queensland's multicultural identity. These initiatives increase:

- community awareness of multiculturalism
- foster community cohesion and support, and
- equal access to opportunities by people from diverse cultural backgrounds.

For more information visit qld.gov.au/community/community-organisations-volunteering/funding-grants-resources/celebrating-multicultural-qld-grants-program.

Tourism and Events Queensland

The Queensland Destination Events Program (QDEP), seeks to leverage the crucial link between events and the destinations. Its goal is extending the flow of the economic, marketing and social benefits of events throughout Queensland.

For more information, visit teq.queensland.com/Events/Events-Support/Queensland-Destination-Events-Program.

The Funding Network (TFN)

TFN partners with grassroots non-profits and early-stage social enterprises that have the potential to create positive change for individuals, communities and society over the long term.

Social issue areas that TFN supports include:

- homelessness
- living with disability
- mental health
- education and employment
- crime reduction
- social and economic inclusion, and
- social justice and wellbeing.

For more information visit thefundingnetwork.com.au/

The Grants Hub

An award-winning grants directory and team that makes finding funding easy.

See more at thegrantshub.com.au/

Gambling Community Benefit Fund

Up to \$35,000 is available per application. Applications are considered from not-for-profit community-based organisations who apply to enhance their capacity to provide services, leisure activities and opportunities for Queensland communities.

More information about grants and funding can be found through, qld.gov.au/community/community-organisations-volunteering/funding-grants-resources/qld-government-grants

Permits

Logan City Council

To research and download the appropriate application forms for your event. Links to the webpages are found on page 48.

logan.qld.gov.au

Office of Liquor and Gaming Regulation

Visit their website for liquor licences, gaming licences, lottery licence, RMLV, ID scanning licence, or to produce alcohol.

olgr.qld.gov.au

Australasian Performing Rights Association Limited (APRA)

An APRA licence is required for your event when sound recordings and the composition of musical works are protected under copyright and need approval from owners to play in public.

apraamcos.com.au



APPENDICES

Appendix – Budget Template

EVENT BUDGET						
Expenses	Budget (excl GST)			Actual (excl GST)		
	Cost per item	Unit	Total	Cost per item	Unit	Total
Venue						
Venue / Site Hire						
Catering						
Crew Meals						
AV & Staging						
SUB TOTAL	\$ -	0	\$ -	\$ -	0	\$ -
Contractors						
Welcome to Country						
Photographer						
Videographer						
Entertainment (musicians, artists, etc)						
Food trucks						
Florist (ie. Centrepieces)						
Security						
First Aid						
Cleaning Services						
Traffic Control						
SUB TOTAL	\$ -	0	\$ -	\$ -	0	\$ -
Infrastructure						
Marquees						
Furniture						
Waste Management (bins, toilets)						
Generators, Lighting						
Fencing						
SUB TOTAL	\$ -	0	\$ -	\$ -	0	\$ -
Marketing						
Promotional Material (event booklets, banners)						
Signage (banners, way signs)						
Graphic Design						
Digital Marketing						
Printing						
Advertising						
SUB TOTAL	\$ -	0	\$ -	\$ -	0	\$ -

Travel						
Car Hire / Parking						
Taxi / Transfers						
Accommodation						
Flights						
General Allowance (meals, phone, internet)						
SUB TOTAL	\$	-	0	\$	-	\$ - 0

Admin						
Permits and licences						
Awards / Thank you gifts						
Stationary / Office Supplies						
Couriers						
Labour Hire						
Postage						
SUB TOTAL	\$	-	0	\$	-	\$ - 0

Expenses	Budget (excl GST)			Actual (excl GST)		
	Cost per item	Unit	Total	Cost per item	Unit	Total
Registration / Tickets sold						
Sponsorship						
Grants						
Event fundraising						
Donations						
SUB TOTAL	\$	-	0	\$	-	\$ - 0

EVENT PROFIT / LOSS	Budget (excl GST)		Actual (excl GST)	
TOTAL EVENT COST			\$	-
Cost per attendee				
TOTAL EVENT INCOME			\$	-
PROFIT			\$	-

VARIANCE to Budget	\$	-
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Appendix – Venue Requirements Check List

REQUIREMENTS	YES	NO
Is the venue approved to hold events? Check with Logan City Council if unsure.		
Is it easy to find?		
Is there adequate cover / shelter.		
Is there a secure building to store materials before and after the event.		
Proximity to public transport?		
Is there enough parking onsite? Or would a shuttle bus need to be organised?		
Does it have wheelchair access, hearing loops, etc?		
If needed, are there nearby accommodation options?		
Is it presented in a clean manner?		
What free facilities are included in the venue hire? Storage room, stage, free wifi, etc.		
Confirm what facilities are not available or an extra charge		
Do they have an approved kitchen for commercial food preparation?		
Check the electricity supply to cope with the demand.		
Is the venue well-lit for security and safety or will additional lighting be needed?		
Are there any noise restrictions? What are their earliest and latest hours of operation?		
Are there multiple emergency service routes?		
Is there access to potable (drinkable) water supply?		
Check phone coverage to access WiFi.		
Check the number of bins and arrange more if needed. See page 32 for a guide on the number of bins required.		
Are there adequate toilets available? Will more need to be arranged? See page 33 for more information on the number of toilets needed.		
Are there any restrictions with decorating the space? (eg. Blutac on walls, pegs put into grass, etc).		
What are the audio visual capabilities and restrictions?		
Ask if there are any other facilities / suppliers they would suggest using that would fit the event.		
Is it in a high residential area requiring event notices to be posted?		

Appendix– Example Awards Ceremony Run Sheet

Event Name

Date: Event date

Time: Event commencement time - event end time

Venue: Venue name
Venue address

DAY BEFORE EVENT		
Time	Task	Responsibility
AM	Collect items for event (E.g. Sponsorship banners)	<... Event Team...>
PM	Venue briefing BUMP IN – Large Infrastructure (E.g. Stage and AV)	<... Event Team and Venue Staff...>
DAY OF EVENT		
Time	Task	Responsibility
12pm	Event team arrive and brief	<... Event Team...>
12.30-4.00pm	Bump in <ul style="list-style-type: none"> • Event theming (centrepieces, menus, seating plan, etc) • Gift bags • Sponsor Signage (pull-up banners) 	<... Event Team...>
4.00 - 5.00pm	AV sound and lighting checks <ul style="list-style-type: none"> • MC • Key Speaker/s, Welcome to Country • Performer/s • Sponsors 	<...Tech Crew...>
5.00pm	Event Crew Dinner	<...Event Manager...>
5.45pm	Event Briefing	<... Event Manager...>

6.15pm	Guest's begin arriving Pre-dinner drinks & canapés commences on arrival	<... Venue...>
7:00pm	Doors open Usher guests to tables	<...Event Manager...> <...Venue & event staff...>
7.10pm	Formal proceedings commence	<... MC Name...>
7:11pm	Welcome to Country / Acknowledgement of Country	<...Speaker Name...>
7.15pm	Host Speech	<... Host Name...>
7.20pm	Government Official Speech	<... Government Official Name...>
7:30 – 8.00pm	Awards Presentation	<... MC Name...> <... Award Presenter Name/s...>
8.00pm	Dinner service commences	<...Venue...>
8.30pm	Sponsor Video/Speech	<...Tech Crew...>
8.32pm	Guest Speaker	<... Guest Speaker Name...>
8.50 – 9.20pm	Award Presentation continues	<... MC Name...> <... Award Presenter Names...>
9.20pm	Dessert	<...Venue...>
9.35pm	Thank you and close	<...MC...>
9.45pm	Event formalities conclude Band and bar service continues	<...Venue...>
10.30pm	Event officially concludes	<...Event Manager...>

Appendix – Example Awards Ceremony AV Notes

Event Name

Date: Event date

TIME	SPEECH NOTES	Time	Tech
7.00pm	Guests asked to make their way to tables	10 mins	Play intro music
7.10pm	Formal proceedings commence	1 min	Event holding slide on screen
7.11pm	(Welcome / Acknowledgment) (to / of) Country	2 mins	Slide with name of Welcome to Country provider
7.13pm	Acknowledgement of government representatives and sponsors	5 mins	Event slide package A to change as MC refers.
7.18pm	Event host's organisation video to play	1 min	Play video A
7.19pm	Speech from Event Hosts' Organisation	7 mins	Event holding slide
7:26pm	<p>Awards Presentation</p> <p>Thank you <...speaker name...>. adlib...</p> <p>Alright, now let's get into it!</p> <p>In terms of the proceedings <... Event proceedings in regards to how the awards will be presented, what nominees are to do and so forth...></p> <p><... Bridging Paragraph, regarding what the award is...></p> <p>I would now like to welcome <... Name of Presenter...> from <... Employer Name...> to the stage to present the award.</p> <p><... Paragraph regarding person who is to present award...></p> <p>"E.g. Sports Administrators, where would we be without them? We are ever grateful for their passion and dedication to keep our clubs going, whether it be coordinating registration, applying for grants, mowing the field or running the canteen.</p> <p>Presenter arrives onstage.</p> <p>Now, Let's take a look at the nominees for <... Award Name...>.</p> <p>Voiceover and video package plays.</p> <p>And the winner is...</p> <p>Presenter to open envelope and announce winner</p> <p>[WINNER: <...Award Name...>]</p> <p>Play Winner package - <...award name...></p> <p>Presenter to present trophy. Stage photo. Winner to speak</p>	34 mins	<p>Event slide package B to change as MC refers.</p> <p>Play voice over package - Sports Administrator</p> <p>Play winner package</p>

	<p>Congratulations <...Winners Name...> - ladies and gentlemen, please put your hands together for all of our nominees.</p> <p>MC to ask presenter and winner to depart to side stage for official photos.</p> <p>NOTE: Repeat the above for each award.</p>		
8.00pm	Dinner Break	30 mins	Play music package A
8:02pm	Sponsor Video to Play	1 min	Play sponsor video
8.30pm	<p>Announcement of Raffles / Major Award</p> <p>Ladies and gentlemen it's been a huge program with lots of excitement, however, we've got one last formality – and we've left the best to last!</p> <p>It's the announcement of the <... Name of award...> and to do this special presentation I'd like to ask <...presenter name...> to come to the stage.</p> <p>BUT before we announce the winner - we have the business card draw to complete - everyone might remember from the start of the night <... Insert information regarding the draw, the sponsor, the prize and so forth...></p> <p><... Ask an official representative to draw and announce the winner...></p> <p>Congratulations!</p> <p>Now the moment we have all been waiting for. The announcement for the <... Award Name...></p> <p><... Insert information regarding award and the reasoning why it is prestigious...></p> <p>And the winner is...</p> <p>Presenter to open envelope and announce winner</p> <p>[WINNER: <...Award Name...>]</p> <p>Play Winner package - <...award name...></p> <p>Presenter to present trophy. Stage photo.</p> <p>Winner to speak</p> <p>Congratulations <...Winners Name...> - ladies and gentlemen, please put your hands together for all of our nominees.</p> <p>MC to ask presenter and winner to depart to side stage for official photos.</p>	10 mins	Event slide package C

8.40pm	<p>Final Announcements and close</p> <p>Thank you for attending. Thank you to those who submitted nominations. Thank you to the nominees. Thank you to the Sport and Recreation Branch and the Events and Marketing Teams for putting this event together. Thank you to our special guests and thank you to our sponsors –</p> <p><... List sponsors in dot points...></p> <p>A final thank you to the staff of the <... Host Name...> for their great team work in putting this event together. We hope that you've all had a great evening!</p> <p>It's been my pleasure to be your MC for the night and as one last chance let's thank ALL of the nominees and ALL of the winners.</p> <p>Thank you and goodnight.</p> <p>[CLOSE]</p>	5 mins	Event holding slide and play music package A at end of event
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Appendix – Example Notification Letter to Residents

(Insert Date)

Dear Resident,

RE: FOR YOUR INFORMATION NOTIFICATION OF EVENT

The (Event Name) will be held on (Event Date) at (Location). This event will run from (Time) and conclude at approximately (Time), with set up preparations beginning at (Time).

There will be a variety of attractions and entertainment (List these). We are expecting approximately (number of patrons) people throughout the day.

(List the issues that will affect the residents including noise and traffic and the times)

(List how these issues have been addressed e.g. parking provisions and parking attendants).

If you need more information about this event, feel free to contact (Name) on (Phone Number, Mobile Number, Website and Email address).

We would also like to take this opportunity to invite you along to this wonderful event.

Yours Sincerely,

(Your Name)

(Contact Details)

NOTE: If your event includes fireworks, mention to all residents to make sure their pets are safe inside.

Appendix – Sample Site Map



Appendix – Media Release Template

MEDIA RELEASE

Contact Information:
[Company / Individual]
[Phone Number]
[Email Address]



[date] or Embargoed for [date]

MAIN TITLE

Subtitle

FIRST PARAGRAPH

[Describe your event and why people should attend. Get to the point immediately!]

SECOND PARAGRAPH

[Event details: date, times, location, why, any cost to attend or special restrictions]


THIRD PARAGRAPH

[Attempt to tell story about why the event is so important. Always include quotes from special guests attending the event, your business CEO, key stakeholders, etc]

–ENDS–

NOTE: It is recommended to keep media releases to one page.

Appendix – Risk Assessment Template

	EVENT RISK ASSESSMENT			
	Event Name	Assessment undertaken by	Event Date	Location

LEGEND	
C1	C2
Extreme (90-100+)	the task or activity must be eliminated or substituted with an alternative solution which achieves a lower risk ranking score.
High (55-85)	the task or activity must only proceed if: <ul style="list-style-type: none"> - the task or activity is deemed essential or necessary - all control measures have been implemented to reduce the risk to as low as reasonably practical - the risk assessment is approved by the Program Leader.
Moderate (20-50)	the task or activity may proceed as long as all possible control measures have been implemented.
Low (0-15)	the task or activity may proceed.

Consequence Impact		+	Likelihood of consequence		=	Risk Ranking Table			
50	Fatality/Catastrophic environmental		60	Certain to occur		100+	95	85	70
40	Permanent impairment/Significant environmental	45	Frequent occurrence	90	80	65	50		
30	Lost time injury (LTI)/Moderate environmental	30	Significant chance	75	60	45	30		
20	Medical treatment/Minor environmental	15	Possible	55	40	25	15		
10	First aid/Local environmental	5	Unlikely	35	20	10	5		
0	No injury/No environmental	0	Rare	0					

ID	The risk: What can happen	The consequences	Likelihood	Consequences	Level of Risk
Financial					
Example	Event over budget	Funds to be sourced elsewhere, activities reduced	15	30	M
Weather/Natural Hazards					
Example	Rain during event	wet equipment and guests, soggy ground, potential slip hazards, low attendance	15	40	H
Attendees					
Example	Patron injury	medical treatment required, disruption of the function, impact on reputation	15	20	M
COVID Safe Measures					
Example	Patrons not complying with social distancing	patron to get COVID, event organisers to be fined if COVID Safe officers attend, patrons to feel unsafe, bad PR, impact on reputation	15	40	H
Staff/contractors/Performance					
Example	Performers do not arrive	Disruption to program, shorter event, disappointed attendees	15	30	M

Risk control measures	Risk Rating after Risk Treatments	Officer/Area responsible for implementation of Risk Treatments
Development of a detailed budget including contingency within budget constraints	L	Program Leader / Event Lead
Event Lead to monitor BOM radar, walls attached to tents in preparation. Pause or cancel event where necessary, make announcements. Check for areas where culverts can occur and apply appropriate measures. First aid on standby.	M	Event Staff
Pre event site checklist completed prior to the event. Ensure there is adequate lighting. Provide pedestrian access from parking areas. First aid officers onsite for duration of event. Ensure traffic controllers keep people off the road and direct patrons along pedestrian access, keep area well signed. Follow procedures in Emergency Management Plan.	L	Event Staff / Traffic control / Security / First Aid
spacing indicators placed on floor, COVID Safe event volunteers roaming to ensure everyone stays distanced, local police aware of event, signage advising the importance of social distancing, hand sanitiser available, event held in a space with plenty of room to spread out.	M	Event Staff
Frequent communication with contractors in lead up to the event. Event organisers to exchange contact details. Performers are confirmed in week prior to the event. All performers to receive a pre event brief. Performers to arrive early with lead time, flexibility with program, free event.	M	Events Staff Performers

ID	The risk: What can happen	The consequences	Likelihood	Consequences	Level of Risk
	Infrastructure				
Example	Blackout / Loss of power	Disruption to the event and food stalls, PA system unavailable, unsafe environment for attendees (no lights), higher risk of tripping and theft, potential panic, upset attendees, potential evacuation if the power doesn't come back on.	30	40	H
	Food and Drink				
Example	stallholders sell out	Upset attendees, impact on reputation, food vendors unable to maximise benefits of event	15	20	M
	Promotion				
Example	Poor attendance	Impact on reputation, lack of interest	15	40	H
	Manual Tasks				
Example	Movement (lifting, pushing, twisting, pulling, catching, throwing) of heavy objects	Strain a muscle, drop object on feet, damage of equipment, employee off work for an unknown period of time, injury	30	30	H
	External				
Example	Direct Competitor	Low attendance	15	40	H

Signed by:

Signature:

Date:

Risk control measures	Risk Rating after Risk Treatments	Officer/Area responsible for implementation of Risk Treatments
All stalls and staging on generators. Generators checked by electrician prior to event start. Equipment tested prior to the event. Equipment hired from reliable company. First aid onsite if required. Security onsite to manage crowd control. Follow procedures in Emergency Management Plan if required.	M	Event Staff Contractors First aid officers Security
Use of reputable food vendors who have catered for similar number of guests before	L	Event Staff Food Vendors
Establish and deliver marketing plan with key milestones. Monitor levels of engagement during marketing plan and make adjustments as required.	M	LCC Marketing & Events Officer
Pod is booked which has trolleys in it to assist with moving heavy objects. Minimum 2 people lift heavy objects onto trolley. Sidekickers booked to move majority of heavy objects. Event staff trained in manual handling. Event lead on event site to ensure everyone is working safely. Follow Emergency Management Plan procedures if required.	M	LCC Staff
Consider other major events before event date is set. Liaise with stakeholders to ensure availability.	L	Event Staff LCC Marketing

Appendix – Safe Manual Handling Checklist

GENERAL RISK IDENTIFICATION

The direct observation of work areas and of the task being performed will help identify risk. Workplace inspections, audits and walk through surveys and the use of checklists like this one can help in the risk identification process.

If any of the questions in the checklist result in a YES answer, further assessment of that risk factor is needed. Generally, the more YES answers that result for a particular task, then the higher the priority for risk assessment.

Description of Work Location:

Date:

Task Description:

Assessed by:

Worker's Representative(s):

MOVEMENTS, POSTURE AND LAYOUT DURING MANUAL HANDLING	YES	NO
Is there frequent or prolonged bending down where the hands pass below mid-thigh height?		
Is there frequent or prolonged reaching above the shoulder?		
Is there frequent or prolonged bending due to extended reaching forward?		
Is there frequent or prolonged twisting of the back?		
Are awkward postures assumed frequently or over prolonged periods, that is, postures that are not forward facing and upright?		
TASK AND OBJECT	YES	NO
Is manual handling performed frequently or for long time periods by the Worker(s)?		
Is manual handling performed frequently or for long time periods by the Worker(s)?		
Is the weight of the object:		
a. more than 4.5 kg and handled from a seated position?		
b. more than 16 kg and handled in a working posture other than seated?		
c. more than 55 kg?		
Note: Weight is not used to prescribe absolute limits, but is one of the important factors to be considered when assessing and controlling risk.		
For pushing, pulling, or other application of forces: are large push / pulling forces involved?		
Is the load difficult or awkward to handle, for example, due to its size, shape, temperature, instability or unpredictability?		

Is it difficult or unsafe to get adequate grip of the load?		
WORK ENVIRONMENT	YES	NO
Is the task performed in a confined space?		
Is the lighting inadequate for safe manual handling?		
Is the climate particularly cold or hot?		
Are the floor working surfaces cluttered, uneven, slippery or otherwise unsafe?		
INDIVIDUAL FACTORS	YES	NO
Is the employee new to the work or returning from an extended period away from work?		
Are there age-related factors, disabilities or other special factors that may affect task performance?		
Does the employee's clothing or personal protective equipment interfere with manual handling performance?		

Appendix – Incident Report Form

INCIDENT REPORT FORM Part 1	
TO BE COMPLETED BY EVENT STAFF MEMBER	
Name:	Venue:
Location: (where the incident occurred, attach maps where needed)	
Date of Incident:	Time of Incident:
What was the nature of the incident? Describe what happened in your own words.	
What was the victim doing at the time of the incident? (e.g. running, lifting a box, etc.)	
What was the injury sustained? If so what	To what part of the body?
Describe how the injury was sustained.	
Was treatment provided immediately? YES / NO	Treated by:
Immediate treatment given:	

Further treatment (if known):

Did the victim suffer from any previous injury or illness (if known):

What immediate action was taken to prevent re-occurrence?

Name of Event Staff:

Signature:

Date:

Manager Name:

Signature:

Date:

INCIDENT REPORT FORM Part 2	
TO BE COMPLETED BY VICTIM	
Full Name:	Gender:
Address:	DOB:
	Phone Number:
	Email:
Date of Incident:	Time of Incident:
Date of Incident:	Time of Incident:
What was the nature of the incident? Describe what happened in your own words.	
What was the injury sustained? If so what	To what part of the body?
Describe how the injury was sustained.	

Name of Victim:

Signature:

Date:

INCIDENT REPORT FORM Part 3	
TO BE COMPLETED BY WITNESS	
Full Name:	Gender:
Address:	DOB:
	Phone Number:
	Email:
Date of Incident:	Time of Incident:
Date of Incident:	Time of Incident:
Please describe your version of the incident.	

Name of Witness:

Signature:

Date:

Appendix – Notice to Emergency Services of Event

To Emergency Services,

I am pleased to advise you that the [organisation's name] will be hosting an event this month. It would be gratefully appreciated if you could please make note of the event details below. Please let me know if there is anyone else you would like us to advise.

Event	Event name
Location	Event location
Date	Event date
Time	Event time, include bump in and bump out times
Attendance	Up to xxx for the duration of event
Traffic Management	There are a small number of changed traffic conditions for this event. Please see the attached site map which details the event access and emergency assembly points. This will be managed by traffic controllers with appropriate permits and traffic guidance scheme. A permit will be requested from Council and emergency service vehicle access will be permitted on site as necessary.
Other information	Some additional information you may like to add is Security will be onsite during set up, event and pack down. Alcohol free event. We arrange contractors for cleaning / waste management, lighting, noise control and first aid at the event site for the duration of the event. Notification by mail box drop has been sent to all businesses and houses up to 5km radius of event advising them that the event is on and of road closure and noise impacts. We are encouraging our patrons to use public transport, particularly via train due to the location of the event site and the Woodridge train station. We would very much appreciate you noting the additional traffic here. On the day contact On the night contact

Kind Regards,

(Your name)

(Your contact details)



