

City of Cockburn

GUIDE TO COMMUNITY EVENTS **MAKING YOUR EVENT A SUCCESS**



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**COMMUNITY EVENT GUIDE
MAKING YOUR EVENT A SUCCESS**

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INTRODUCTION

A public event is an effective way of bringing together the community and showcasing your group and its objectives. Events can be held annually, biannually or as a one-off. Regardless of the number or frequency of your event, there is a significant amount of planning needed to ensure it runs smoothly.

This booklet is a resource to guide you through the planning process including liaising with the City for approvals to ensure your event is a success.

Public events include:

- » fairs, festivals and craft shows
- » open days and celebrations
- » cultural performances, concerts and exhibitions
- » street parties, car boot sales, fundraisers and street markets.



STEP 1: IDEAS INTO ACTION

Events are often born from important needs or issues in the community. As a result, a group of people get together to put their ideas into action.

Start with a committee

Get your ideas into order and start with a committee. A committee will be responsible for all aspects of your event. Some key roles of committee members include:

Chairperson

sets agenda, runs meetings and acts as spokesperson for the event.

Secretary

writes and distributes minutes of meetings and handles administration duties.

Treasurer

monitors event budget and keeps records of all financial documentation.

Depending on the size and format of your event, you may also need to delegate tasks to a:

Fundraising Coordinator

responsible for grant applications, sponsorship and fundraising activities.

Stage/Production Coordinator

manages stage equipment and entertainment.

Stall Holder Coordinator

supervises food vendors, displays and stalls.

Marketing Coordinator

responsible for promotion, advertising and media releases.

Volunteers Coordinator

liaises with people who are volunteering at the event.



Define aims and objectives

Once you have established your event committee you need to determine your aims and objectives. Is the event being held to increase awareness of your group or a particular issue, celebrate a cultural day of importance, fundraise or sell artworks/craft products, build community spirit or entertain the public?

The purpose of the event will help determine many essential factors including:

- » time and date
- » venue
- » target audience
- » resources
- » format.

It may be helpful to research similar events to determine what did and didn't work and what you may wish to try before you start to plan your event. This could mean attending other events, talking to other community groups and the general public about what worked for them.

Consider how you will evaluate your aims and objectives and measuring if they were achieved. This will help you ensure each event is successful and achieves what it sets out to.



STEP 2: PLANNING

This step involves brainstorming to bring all ideas together – you should consider the following:

The theme of the event

- » Who is the target audience? Is the event for local residents or local businesses, or is it specific to gender, age or cultural background?
- » Where will the event be held?
- » Is this venue suitable for the theme and target audience?

Event timing

- » When the event will be held? What time of year and on what day of the week? How long will your event last?
- » Are there other events happening in the area? What time and location are they in relation to yours?
- » Will there be entertainment, music and performances, rides, activities, stalls or catering?

Event budget

- » Is funding or sponsorship needed?
- » How will the event be promoted?
- » How many staff/volunteers are required to deliver the event?

Resources

- » Will you need specific facilities or equipment such as portable toilets or personnel such as security or car-parking attendants?
- » What are the main tasks involved in organising the event and who is responsible for each?
- » What are the deadlines for each stage of the event management procedure?

Evaluating success

- » How will you evaluate the event? What records will be kept?
- » How will success be measured (attendance, participation, profits)? Who will evaluate the project?

Develop your ideas into a plan

There are a range of tools and resources available to help you turn your ideas into a working project plan. You can download a project plan for free from the Cockburn Community Portal Resources – www.cockburncommunity.asn.au

Event budget

Create and maintain a realistic budget throughout the event planning process. This is essential to ensure you do not overspend.

Download a budget template and budget example at cockburncommunity.asn.au/resources

When developing an event budget:

- cost out all aspects of the event separately
- confirm all funding/sponsorship in writing
- stick to your budget – make cuts if necessary
- keep records of all invoices and receipts.

Tip: Before locking in any contractors, be sure to get quotes and negotiate the pricing and services right for you – many contractors will give community groups a special rate. Add up the likely costs from all contractors you want to engage to ensure they fit within your budget.

Funding your event

Sponsorship and other funding support is usually essential for a successful community event. Ensuring the financial viability of an event is particularly important if you intend to conduct the event on an annual basis.

Event organisers should pursue several funding options as this will ensure the event can proceed if one source of funding become unavailable. Community groups that demonstrate resourcefulness and initiative in sourcing funds and support are viewed favourably by funding bodies.

Opportunities for support include:

- » grants programs
- » sponsorship from local business
- » donations
- » in-kind support.

Grants and funding programs

Government departments and other organisations have various funding programs designed to support a range of event types. Each funding program has its own eligibility criteria and conditions of funding and it is important to consider these before submitting an application. Most grants and funding programs require applicant groups to be incorporated or 'auspiced' by an incorporated organisation (see page 22).

Grants from the City of Cockburn

The City of Cockburn has grants, donations and sponsorship programs designed to support local groups and not-for-profit organisations, who provide services that benefit the Cockburn community.

There are two funding rounds each year, closing at the end of March and September.

For more information about City of Cockburn grants, donations and sponsorship, visit cockburn.wa.gov.au/grants



Useful resources

www.fundingcentre.com.au

www.philanthropy.org.au/seek-funding

www.healthway.wa.gov.au

www.lotterywest.wa.gov.au/grants

Advice for submitting funding applications:

- » Be mindful that a funding organisation's assessment process for applications can take up to four months and retrospective applications (seeking financial support for events already held) are ineligible.
- » Note the application deadline and plan a timeline to complete and submit your application. The need to gather supporting documentation may mean the application process is more time-consuming than expected.
- » Read the eligibility criteria and funding guidelines carefully and clarify any questions you have about the criteria and the conditions of funding with the funding body well before the deadline.

- » Propose a realistic and carefully considered budget. Be as detailed about the event's income and expenditure as possible to ensure they add up correctly.
- » Ensure all sections of the application are completed and all required documentation is attached. Complete the application checklist if one is provided.

Obtaining sponsorship

A sponsor is an organisation or a business that supports your event either financially or in-kind in return for public recognition. This may include acknowledgement of support or logos on promotional material and publicity or signage at the event.

Ideally, your sponsors will share your organisation's values and objectives and have a target market similar to your organisation and event.

When approaching potential sponsors (usually by correspondence) describe the event and its aims, theme, date and other relevant details. Describe the support you are seeking and the potential benefits to the sponsor that will result from their support.

More information about sourcing sponsorship and a template letter is available at cockburncommunity.asn.au/resources

Marketing and promotion

Marketing and promoting your event correctly will ensure you reach your target audience and have a high attendance on the day.

Depending on the event objectives and budget, the following methods of promotion will help create interest in, and improve public awareness of, the event:

Flyers

Flyers should have a simple and attractive design to catch people's eye. Ensure you distribute them to the appropriate audience (e.g., households surrounding the event area).

Posters

Posters can be displayed in cafés, local schools, shopping centres, City libraries, community and recreation centres and community notice boards. Ensure you ask for permission before putting up your poster.

Signage and banners

Ensure you have approval before installing any signage.

The City of Cockburn has a number of community signs where banners can be displayed for free. Download a booking at cockburncommunity.asn.au

Advertisements

These can include newspaper, television and radio (depending on your budget).

Media releases

Inform your local newspaper about your event. Media releases can generate free publicity in the form of news articles.

For more information on how to write an effective media release visit cockburncommunity.asn.au/resources

Internet

The City of Cockburn has a community events calendar on its website. You can also submit your event information to community websites or, such as:

www.enjoyperth.com.au

www.communitynews.com.au

www.whatson.com.au

www.gumtree.com.au

www.eventfinda.com.au

www.aroundyou.com.au

Word-of-mouth

Don't underestimate the effectiveness of word-of-mouth promotion. Get people talking about your event.

Social Network Media

Promote your event on Facebook and share on other social media such as Twitter, blogs and YouTube.

To have your event advertised on the Cockburn Community Portal Facebook page and the Cockburn Community eNewsletter, email details of your event to communitydevelopment@cockburn.wa.gov.au

What is not a public event?

The following occasions held at City facilities are not considered a public event:

- » birthday parties
- » family/work get-togethers
- » end-of-season sports get-togethers
- » wedding ceremonies.

None of the above occasions are considered a public event as they are typically invite-only where guests have a personal connection with the host, or all of those attending are involved with the same organisation.

The City does require notification from a resident when these type of activities occur so the use of the reserve can be recorded and staff can then be in a position to advise the user of other activities in the location on the day. Additional approvals may be required if the activity includes bouncy castles, alcohol consumption, loud music and the selling of food. Inquiries should be made to bookings@cockburn.wa.gov.au

Public event guidelines

Category A	
Attendance	500+
Characteristics of event	Grant required to run event Promotion to the entire Council Temporary road closures Major infrastructure required (i.e. stage, PA system, large marquee) Selling of food
Example of event	Community concert Triathlon race Festivals
City of Cockburn departments involved in event	Recreation Services Grants and Research Environmental Health Services Engineering Waste services
Time frame for approvals	Make initial contact at least six months prior to event
Forms required to be completed	Facility Booking Form Public Event Application Form Credit Card Authorisation Form New Public Building Application Form (1 month) Temporary Food Application (1 month) Stall Holder Application Form (1 month) Temporary Road Closure Application (2 months) Grants and Donations Application Form

Category B	
Attendance	100-500
Characteristics of event	May need funding to run event Minor infrastructure (i.e. small marquee) Selling of food Promotion to one interest groups or one to two suburbs
Example of event	Christmas carols Fundraising event School fête Outdoor movie night
City of Cockburn departments involved in event	Recreation Services Environmental Health Services
Time frame for approvals	Make contact at least two months prior to event
Forms required to be completed	Facility Booking Form Public Event Application Form Credit Card Authorisation Form New Public Building Application Form (two weeks prior) Temporary Food Application (two weeks prior) Grants and Donations Application Form

Category C	
Attendance	<100
Characteristics of event	Reserve booking No grants required to run event No infrastructure No selling of food Promotion only to residents surrounding the venue
Example of event	Neighbourhood events
City of Cockburn departments involved in event	Recreation Services Waste services
Forms required to be completed	Facility Booking Form Credit Card Authorisation Form



STEP 3: ORGANISING

Organising your event requires good time management to ensure your event day runs smoothly. At this stage remember delegation is essential.

Choosing the right venue in the City of Cockburn

Matching your event with the best venue is an essential ingredient for success.

A fair, festival, craft show or open day might be best suited to an outdoor venue. The City of Cockburn has a vast range of beautiful outdoor settings including 21 active reserves (sporting ovals), 19 dog exercise parks and 168 passive reserves (parks) that provide a variety of settings and infrastructure for residents to participate in various types of activities.

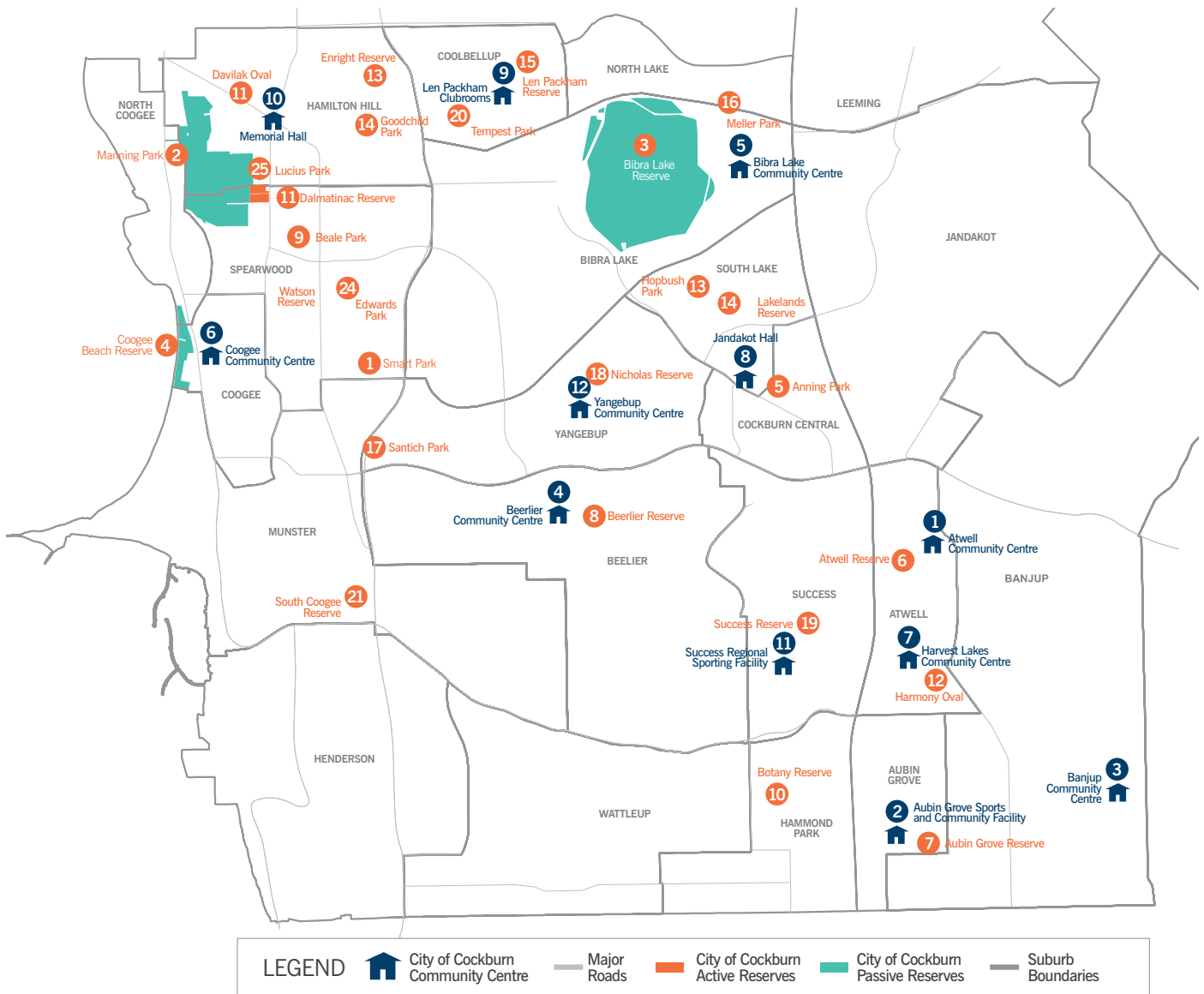
For a full list of passive reserves email recreation@cockburn.wa.gov.au

Major passive reserves (parks)

- 1 Smart Park
- 2 Manning Park
- 3 Bibra Lake Reserve
- 4 Coogee Beach Reserve

Major active reserves (Sporting Ovals)

- 5 Anning Park
- 6 Atwell Reserve
- 7 Aubin Grove Reserve
- 8 Beeliar Reserve
- 9 Beale Park
- 10 Botany Reserve
- 11 Davilak Oval
- 12 Harmony Oval
- 13 Hopbush Park
- 14 Lakelands Reserve
- 15 Len Packham Reserve
- 16 Meller Park
- 17 Santich Park
- 18 Nicholson Reserve
- 19 Success Reserve
- 20 Tempest Park



Community centres

A cultural performance, concert or exhibition might be better suited to an indoor venue. The City of Cockburn also has a wide range of indoor venues available for use across a number of our suburbs. Venues range from small, (50 person capacity) medium (100–140 person capacity) and large (150–180 person capacity) and some have multiple rooms to choose from.

- 1 Atwell Community Centre – small/medium
- 2 Aubin Grove Sport and Community Facility – medium
- 3 Banjup Community Centre – medium
- 4 Beelieer Community Centre – medium/large
- 5 Bibra Lake Community Centre – small
- 6 Coogee Community Centre – small/ large

- 7 Harvest Lakes Community Centre – small/medium
- 8 Jandakot Hall - medium
- 9 Len Packham Reserve Clubrooms – small/large
- 10 Memorial Hall - medium
- 11 Success Regional Sporting Facility – large
- 12 Yangebup Community Centre – small

Street and Car Park Venues

Other popular community events such as street parties, car boot sales and markets are often held in cul-de-sac streets or shopping centre car parks.

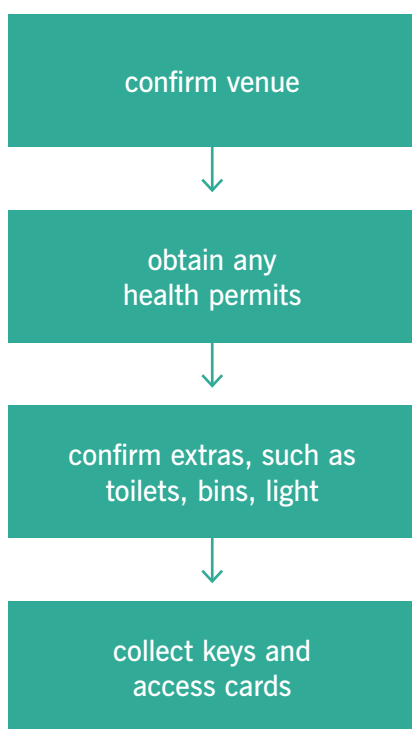
Booking a venue

Confirm the venue is available for your type of event and the dates you are planning.

Outdoor venue: reserves

You will need to complete a Recreation Services Event Reserve Application form and submit this with a proposed site plan and a copy of your group's public liability insurance (also see page 21). To receive a form please contact the City's Recreation Services Team on recreation@cockburn.wa.gov.au or 9411 3444.

Events booking procedure



Indoor venue: halls or community buildings

You will need to complete an Application for Functions form and submit this to bookings@cockburn.wa.gov.au.

Forms can be downloaded from cockburn.wa.gov.au/hallbookings or by contacting the City's Recreation Services Team on 9411 3444.

Street or car park venues

Holding a street party or market in a car park has slightly different procedures. For more information about this contact the Community Development Team on communitydevelopment@cockburn.wa.gov.au or 9411 3444.

Obtaining necessary approvals

When you have approval and confirmation of your venue booking, you must obtain any Health Services permits required for your event. The City's Health Services Team provide guidance and advice to groups on complying with the law and minimising risk in organising an event for the community. In most cases, public events and food stalls will require formal approval.

Temporary electrical installations and any large temporary structures associated with events must be certified as part of your Health Services permit. If you are planning an event for more than 5,000 people, a risk management plan is required with your application. An outdoor concert may require a noise exemption application to be submitted with a consultant's report at least 60 days before the event.

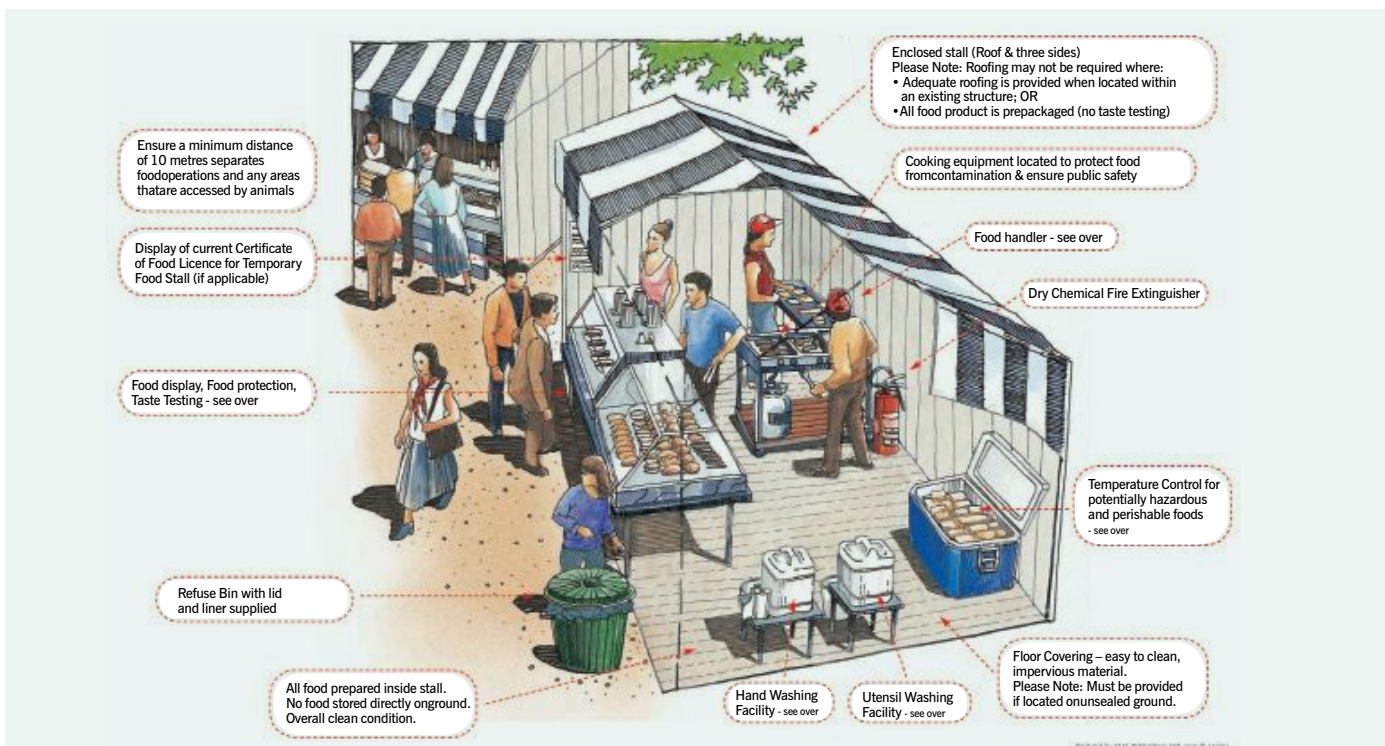
Selling food from a temporary premise permit

The sale of any type of food at your planned event requires the vendor to obtain a permit to sell food from a temporary premise to ensure your event complies with the requirements of the Food Act 2008 and the Australia New Zealand Food Standards Code (Australia Only).

All commercial food vehicles and stalls operating from the event must have a current Food Business Registration and comply with the provisions of Food Act 2008 and the Australia New Zealand Food Standards Code (Australia Only).

Guidelines for Temporary Food Premises and the Application to Sell Food from a Temporary Premises Form can be downloaded from cockburn.wa.gov.au/public_events

Minimum standards for the operation of a temporary food stall



Minimum Handwashing Facilities	Minimum Utensil Washing Facilities	Food Handlers
<ul style="list-style-type: none"> 20 litre water container with tap labelled "Hand Washing Only" Liquid soap and paper towels supplied for staff use Container to catch waste water labelled "Waste Water Only". Disposed to sewer 	<ul style="list-style-type: none"> 20 litre water container with tap labelled "Utensil Washing Only" Hot water and/or sanitiser available for emergency cleaning Container to catch waste water labelled "Waste Water Only". Disposed to sewer <p>Two containers of sufficient capacity are to also be provided for adequate cleaning of utensils</p>	<ul style="list-style-type: none"> Money and food handled separately Clean person, attire and habits No smoking within temporary food stall Utensils and gloves used to handle food Hands must be washed whenever hands are likely to contaminate food No cuts, illness, sores on food handlers
<h3>Food Display, food protection, taste testing</h3> <ul style="list-style-type: none"> Provide appropriate sneeze barrier Signage must be provided to all taste testing stating "No double dipping, single serve only" 	<h3>Sauces, condiments and single Serve utensils</h3> <ul style="list-style-type: none"> Single serve utensils protected from contamination. Stored handle up. Sauces, condiments in squeeze type dispensers or sealed packs <p>For further information on this topic, please contact Council</p>	<h3>Temperature control of potentially hazardous food</h3> <ul style="list-style-type: none"> Cold Food - ensure 5°C or below Hot Food - ensure 60°C or above Thermometer in use



Constructing, altering or extending a public building

The area where your event is being held, (indoor or out) will be deemed a “public building” during your event under the Health Act 1911 and the Health (Public Buildings) Regulations 1992.

An Application to Construct, Alter or Extend a Public Building Form must be submitted detailing all areas used for your event to ensure it is safe. This includes:

- » all areas available to the public
- » stages and details on stage lighting
- » exit areas and parking areas
- » the locations of fire safety equipment
- » food stalls
- » structural information on any spectator stands or tents/marquees in excess of 24m².

The Application to Construct, Alter or Extend a Public Building /form can be downloaded from the City’s website: cockburn.wa.gov.au/Public_Events

The City’s Health Services Team is there to help and can answer any questions you may have.

Emergency evacuation plan requirements

An Emergency Evacuation Plan, including a Risk Management Plan and Application to Construct, Extend or Alter a Public Building Form must be submitted to the City’s Health Services Team with the Application to Construct, Extend or Alter a Public Building form at least one month prior to an event where it is anticipated that 5,000 or more people will attend or where alcohol will be served. The Risk Management Plan, where required, must be prepared in accordance with Australian Standard 4360.

Most community events are smaller than 5,000 people; however it is important for your planning that you make a reasonable estimate of the maximum attendance you will expect at any one time. Your Public Event Approval is a legal document and will reflect a suitable maximum occupancy number for the safety and amenity provisions you intend to put in place.

Electrical Compliance Certificate approval

Power may be required in areas where there is no access to mains power, specifically for additional lighting of the facilities or in case of an emergency. This raises several electrical safety issues that need to be reviewed by an electrical contractor in order to issue an Electrical Compliance Certificate on a Sunday to the City’s Health Services for approval.

Please note: Temporary wiring must not be laid on the ground accessible to the public, unless it is adequately protected or positioned in such a manner to not be a hazard.

Residual Current Devices (RCD) and circuit breakers must be used to protect electrical outlets and appliances in areas available to the public. All leads or portable outlets used by stalls or otherwise must have been tagged and tested within six months by an electrical contractor. 'Piggyback' leads or double adaptors are not permitted.

Generators are to be installed in accordance with all relevant standards and are to be appropriately earthed. Wherever possible, generators and power sources should be positioned so that they are supervised or that access to them is restricted.

Noise emissions

Generally, the noise associated with crowds at community events is exempt from noise legislation and does not require a permit. However, noise from loud speakers or loud music is not exempt and must comply with the permitted level of noise for the time of day when received at people's homes. An application must be made at least 60 days prior to the event for use of loud speakers and events with music bands exceeding permitted residential noise levels.

The community noise guide lines and application form for a non-complying noise permit can be downloaded at cockburn.wa.gov.au/public_events.

As a courtesy to surrounding residents, we suggest that signs be erected at all entrances to the event detailing the nature of the noise, finishing times and a contact number of someone available at the event to record any noise complaints received. When setting up for the event, try to ensure sound systems face away from residents in the direction where it will have the least amount of impact. You can also write to nearby residents ahead of the event alerting them to the event/details.

Other public safety requirements

Risk management is the effective management of potential factors or hazards that may happen before or during your event that could negatively impact on the event, your organisation and its objectives.

A Risk Management Plan is essential when organising an event. It will help safeguard you against potential lawsuits, look after your group and reduce possible physical injuries, damage or loss.

Some examples of risks include: inclement weather, performers/suppliers/event organisers falling ill and injuries to attendees or technical faults. In your Risk Management Plan you must outline each risk, assess and rank it, determine the consequences, develop a strategy to manage each risk and assign a person to be responsible for the management of each risk.

Download Risk Register and Risk Management templates from cockburncommunity.asn.au

Fire safety

Fire safety equipment and fire prevention precautions are necessary to protect the safety of patrons, employees and volunteers at events.

All extinguishers must be kept fully charged and maintained in accordance with AS 1851.1. This standard requires extinguishers to be tested at least every six months and the test dates clearly identified on each extinguisher. Large-scale events may be subject to additional requirements from the Department of Fire and Emergency Services (DFES).

As a minimal fire safety requirement, at least one 4.5 kg B (E) dry chemical powder extinguisher should be located within 2–4 metres of:

- » any electrical generator or switchboard
- » any flammable liquid or gas containers
- » any food preparation/cooking area and backstage area

Each extinguisher should be positioned on a hook or bracket located more than 1,200mm above the adjacent floor, with the base more than 100mm above the floor.



Traffic management

It is important to consider traffic management including:

- » Is sufficient/ accessible parking available at the venue? If not is there parking available nearby that will be satisfactory?
- » Are patrons aware of where to park and where not to park? This is so the event does not cause unexpected congestion or safety issues for pedestrians.
- » Will a road closure be required? Road closures should be considered a last resort and should be limited times outside of peak weekday periods. (9am to 3pm)
- » Is the public / emergency services / public transport authority aware of this road closure? This is a legal requirement for any road closure, in the event someone requires emergency assistance.
- » Has pedestrian safety been considered? For example how are pedestrians accessing the event, are there footpaths available with sufficient road crossings. Traffic controllers may be required to assist pedestrians safely to the event. Also consider pedestrian safety at the event, do we require pedestrian containment fences to prevent children entering roadways unsupervised?
- »

If a road closure is required, application must be made to the City's Engineering Department on 9411 3444, at least two weeks prior to the event date. Depending on the level of road closure the City will direct appropriate actions to be taken. It is also a requirement to advertise the road closure in local papers or make it known to the general public by way of a letter drop to the affected residents and businesses a minimum one week in advance of the event.

Public Toilets

Public toilets must be provided with sufficient facilities for the number of people who may attend an event. The toilets must be checked and serviced throughout the event. The number of toilets provided must comply with the minimum facility numbers outlined in the tables below.

At least one unisex accessible toilet for use by people with a disability and the elderly is required for each venue. Care and consideration should be given to the suitable location of accessible facilities. When portable chemical type units or effluent holding tanks are used for events longer than four hours, they must be located so that they can be pumped out during the event.

The following tables are a guide for events of at least one day in duration. Reduced requirements may be considered by the Manager of Health Services for shorter length events.

This information applies to events where <5,000 people are expected to attend during the day and where alcohol is NOT available:

Patrons	Males			Females	
	WC	urinals	hand basins	WC	hand basins
500	1	2	2	6	2
1000	2	4	4	9	4
2000	3	8	6	12	6
3000	4	15	10	18	9
5000	5	25	17	30	15

This information applies to events that are licensed to sell alcohol < 5,000 people are expected to attend during the day:

Patrons	Males			Females	
	WC	urinals	hand basins	WC	hand basins
500	3	8	2	13	2
1000	5	10	4	16	4
2000	9	15	6	18	6
3000	10	18	10	20	10
5000	12	25	17	33	17

The organiser of an outdoor festival expecting >5,000 people to attend shall provide facilities of a number as directed by the City's Manager Health Services.

Security

You may need to consider qualified security presence, depending on the size and whether or not the event is licensed to sell alcohol.

You also need to advise:

- » the police of the event if there are more than 1,000 people through online registration www.ebusiness.police.wa.gov.au/PAC/PRF/Default.aspx
- » CoSafe (the City of Cockburn's Security Service) of your event by calling 1300 267 233

You will need to consider how attendees will be kept informed at the event. For example, in the case of a lost child.

There are two types of security: static security guards and crowd controllers. You need to ascertain which you may need, if any, for your event.

First Aid

A First Aid post is an essential safety requirement for any event. First Aid services can be booked through a number of organisations including St John's ambulance. It is also essential to ensure that there are unobstructed emergency ambulance access ways to the area.

First Aid providers often use volunteers so it's best to get your booking in early to allow as much time as possible for them to recruit.

What's your plan B?

The weather is likely to be the most unpredictable factor of your event. You need to consider whether you will need shade, sunscreen or rain cover on the day. You will also need to consider how the event will proceed in case of rain and, if the event is to be cancelled, how volunteers, suppliers and attendees will be informed and at what time and who will make the decision to cancel the event.

Organising a WasteWise event

We are committed to ensuring events are WasteWise and encourage you to plan waste management with this in mind. When considering waste, think

about the waste you or your stall-holders may be producing on the day and not just about bins. For example: choose paper or biodegradable plates or containers instead of plastic options.

Remember, our waste system has two bins: a yellow-top recycling and a green-top composting, so at your event waste disposal should work the same way.

Our top tips for making your event WasteWise are to:

1. Contact the City's Waste Services team to discuss your needs
2. Prevent and avoid the waste you produce, especially plastic products by investigating alternatives such as reusable, compostable products
3. Determine the types of waste that might be produced and attempt to reduce these (e.g.. provide water-refill stations)
4. Set-up paired recycling stations with both yellow-top recycling bins and green-top compost bins and associated bin wraps to be made available by the City
5. Implement a NO balloons policy. The City does not support the use of balloons at events for promotional or entertainment purposes
6. Promote your event as a WasteWise Recycle Right event. The City has promotional materials that can be utilised for this, including our Recycle Right educational trailer which is available to hire
7. Ensure everyone in your team and your patrons know about the WasteWise Recycle Right initiatives.

Recycling station bins, signage and banners can be hired from the City to be delivered and picked up from your venue. Financial concessions may be considered for charities, community groups and schools that vigorously adopt the WasteWise events principles. For further details, please refer to the City's Recycle Right Waste Minimisation Guidelines cockburn.wa.gov.au/waste

The Waste Services Team will help you create a WasteWise event. Contact them on wastewise@cockburn.wa.gov.au at least



three months prior to the event date.

Insurance and legal issues

It is important that groups running events have sufficient insurance that will cover them in case something goes wrong. If the event is not organised or 'auspiced' by an incorporated body, individual members of organising group are at risk of being held legally responsible for any accidents.

Event insurance

Public liability insurance is required for public events. Copies of Certificates of Currency from all participants and service providers will be required to illustrate they have Product and Public Liability Insurance of \$10 million each. Also ensure that you comply with any additional requirements imposed by your insurer with particular regard to public liability.

Your group may be eligible for an insurance subsidy from the City of Cockburn.

Email communitydevelopment@cockburn.wa.gov.au to enquire. For more information or advice on insurance for your group visit www.localcommunityinsurance.com.au

Incorporation

Incorporation is the process of making your group a legally constituted organisation. By being incorporated, your group will be able to continue regardless of any changes to its membership.

An incorporated organisation is able to:

- » operate a bank account
- » sign contracts – hire venues and facilities
- » apply for funding and grants
- » sue or be sued
- » protect group members from being sued – limit the personal liability of individuals within the group.

Non-incorporated groups – auspicing

If your group is not incorporated and wants to run events or apply for funding it may be necessary to identify an auspice.

An auspice is an incorporated sponsoring organisation that is nominated by the organising group to act on their behalf to administer funds and take on legal responsibility for the event.

Your auspice should be an organisation that shares similar ideas and objectives to your group, for example:

- » A sports active festival could be auspiced by a local football/netball club
- » A community art project could be auspiced by a local arts group.

Factsheets for more information about the steps of becoming incorporated can be downloaded from cockburncommunity.asn.au. You may also be eligible to receive financial assistance and officer support to help you through the incorporation process. To enquire, email communitydevelopment@cockburn.wa.gov.au

Organising an accessible & inclusive event

We are committed to ensuring that events in Cockburn are both accessible and inclusive for all members of our community. When event holders consider accessibility, there are universal benefits for all attendees.

Why do you need to think about access and inclusion?

There are many reasons why you need to think about access and how you plan to meet the needs of people with disabilities:

- » Approximately 20 per cent of people in Australia live with disability, which represents a considerable proportion of your potential audience or customers.
- » Everyone benefits when access is better. For example, parents with prams and seniors benefit from accessible buildings and facilities.
- » Under the law you have a legal responsibility to prevent discrimination against people with disability.

For further information on how to hold an accessible event, refer to the 'Creating Accessible Events' checklist. This will be sent to you with your application paperwork, or it can be downloaded from cockburn.wa.gov.au/access



STEP 4: IMPLEMENTATION

If “Step 3: Organising” is carried out thoroughly, the event should run smoothly and without major incident. Every member of the event organising committee should have a clear understanding of the event, the program and their responsibilities.

Bring the following on the day:

- » runsheet
- » event program
- » emergency contact list and evacuation plan
- » risk management plan and remedies
- » volunteer brief
- » speeches
- » site map
- » traffic management plan (if applicable).

Templates for the above mentioned documents can be downloaded from cockburncommunity.asn.au/resources. Remember to provide all event volunteers with their own copy of this information.

Event resources

Did you know that the City has a Community Trailer with a range of event equipment that can be used for FREE? Event equipment includes BBQs, umbrellas, safety vests, witches hats, tables, chairs and much more. A \$50 deposit is required for use of this equipment.

For bookings contact Friends of the Community on foc@cockburncommunity.asn.au

A full equipment list and booking form can be downloaded from cockburncommunity.asn.au/Resources

Put together an event tool kit fully stocked with all the things you may need on the day such as rope, hammer, sticky tape, glue, marker pens, blue tac.



STEP 5: EVALUATION

Evaluation is the final stage of the event management process. It is important to evaluate whether the event was successful, why it was or wasn't successful and to improve the event for the future.

It is also important to review your objectives at the start of the planning process to ensure that you have considered how you will evaluate your objectives following the event. Some evaluation measures may include:

- » attendance count
- » survey of attendees
- » survey of suppliers
- » general feedback.

Holding a debrief meeting with the event organising committee to discuss the event and how to improve it for the future is an essential part of the event planning process.

Be sure to review:

- » feedback on the event from suppliers, attendees, participants and sponsors
- » your achievements and the successes of the event!

Some questions to consider in your event evaluation are:

- » Was the event within budget? Do you need to apply for more funding or sponsorship next time or could the event be restructured to ensure it stays within budget?
- » How many people attended the event? Was this less or more than anticipated?
- » What were your achievements and successes?

- » Did you allow enough time to plan?
- » Did you reach your target audience?
- » Was the marketing plan successful? Why or why not?
- » What promotion or media attention did you receive for the event?
- » Was sponsorship of the event successful? What benefits did your group and sponsors receive as a result of this partnership?
- » Were the theme and timing appropriate?
- » Were the venue and facilities adequate (e.g. parking, toilets, food)?
- » Was the event infrastructure adequate?
- » Were your suppliers and performers professional, entertaining and value for money?
- » What improvements would you make next time?

Remember to thank your sponsors and volunteers!

Funding acquittals

The final task that you may need to complete following your event is acquitting your funding. Include some photos and describable outcomes from your event. Most funders have a set form of what reporting they require from the event. If you are unsure of how to do your acquittal, contact the relevant Grants Officer for assistance.

Keep clear records and receipts of your expenditure as you go to minimise the amount of work required to finalise your acquittal.

EVENT PLANNING CHECKLIST

5–8 months before your event

- Read the City's Event Guidelines
- Apply for funding

2–5 months before your event

- Book your venue
- Finalise insurance
- Contact the Waste Services Team to discuss your waste needs
- Contact the Health Services Team to discuss your permit needs

1–2 months before your event

- Finalise City approvals
- Book community signs for use
- Book the community trailer equipment needed

1 month before your event

- Notify Police, Co-Safe and Department of Fire and Emergency Services (DFES)
- Book an electrical check for the day of your event
- Check insurance of entertainers and stall holders
- Confirm other requirements for your events including bins, lighting etc.
- Request event marketing through Community Development

On the day of your event

- Submit Certificate of Electrical Compliance to City

Quick contacts

Community Development Team – general event enquiries

communitydevelopment@cockburn.wa.gov.au

cockburn.wa.gov.au/commdev

Grants Officer – funding enquiries

grants@cockburn.wa.gov.au

cockburn.wa.gov.au/grants

Recreation Services Team – venue booking enquiries

recreation@cockburn.wa.gov.au

cockburn.wa.gov.au/recreation

Health Services Team – permits and approval enquiries

health@cockburn.wa.gov.au

www.cockburn.wa.gov.au/public_events

Waste Services Team – WasteWise event enquiries

wastewise@cockburn.wa.gov.au

cockburn.wa.gov.au/waste

or call the City of Cockburn on 9411 3444.

Thank you to the City of Stirling for contributing some information towards this booklet..



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