

Hamilton City Council

Events Toolkit



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Introduction

Events and festivals play an integral role in sustaining vibrant and successful communities as they provide opportunities to experience, and participate in, significant cultural and sporting events right on our doorstep.

The Council acknowledges the role that events play in bringing considerable benefits to our city, and wishes to encourage, and support, organisations and event organisers to deliver their events.

This Event Guide has been designed to assist community organisations in the running of public events. The guide highlights a number of key issues to consider when organising an event, however it is a guide only and does not cover every single issue an event organiser might encounter.



Where to start

Before you spend all the creative energy, time and money on an event, consider this: Is the event feasible or viable?

Answering the following questions may help you with your initial planning

- Why have an event?
- What will the event be?
- What is its aim?
- How will it be run?
- Where is it to be held?
- Is the event suitable for the location?
- Who will organise the event?
- When will it be held?
- Who will benefit and how?
- What are the costs?
- Who will pay for this?
- Is it worthwhile?



When

Sometimes the date of an event is significant, for example celebrating Waitangi Day has to take place around the 6 February, or external factors like weather will dictate an event's date, and other times the date is truly flexible. Whatever your situation, it's important to decide and agree on the date as far in advance as possible.

Once you have set the date, you should work backwards from the intended event date to ensure you have allowed sufficient time for all eventualities, for example road closure applications or appropriate marketing lead-in time.

It is important to make sure you have enough time to plan the event. You may have a big committee full of people able to commit lots of time and therefore a short lead-in time may be achievable, or you may be a small group planning a large event, in which case you may wish to give yourself plenty time to plan.

If, at this stage, you have concerns about planning and delivering the event in the time frame, it is recommended that you consider an alternative date, or postpone until the following year.

Try and find out if the date you have chosen is going to clash with any other local events or even try and tie your event in with another local event to enhance each other's event and possibly share costs. Visit visithamilton.co.nz to see what else is happening in Hamilton.



Where

Events are held in many different locations, from established venues to open spaces.

The bottom line is that the venue must be able to meet the needs of the event and its audience. When choosing the right venue you may want to consider the following

Location

Does the event need to be located in the centre of town; are there necessary facilities nearby such as transport links and accommodation.

Budget

Can you afford your choice of venue; have all the possible costs been considered?

Conditions of Contract

Are you required to use the venue's own technical staff?

Facilities

Does the venue insist on supplying catering and bar facilities?

Audience

How many people do you need to accommodate, is it accessible for people with disabilities, will your target audience feel comfortable in the venue?

Services & Resources

What support can the venue offer like staffing, security, bar facilities, toilet facilities etc?

Transport & Parking

Can staff and the audience park at or near to the venue; are there good public transport links; can deliveries unload and park as necessary at the venue; are VIP and disabled spaces available?

Before booking your venue, go for a visit see if it is right for your event and to assist with event planning.



Who

There is no 'off the peg' organisational structure that can be used to deliver an event. Each event is as individual as the people who make them. Events across Hamilton are run by professional event organisers, voluntary groups, charities, sports clubs, local business groups and more.

However you're set up, it's key that you put together the right team to take your event forward. Depending on the size and type of your event you may wish to have people who take responsibility for individual areas, like shown in the table to the right

Event Manager	The person who oversees and co-ordinates all aspects of the event
Finance	Responsible for financial control, authorising payments and preparing and maintaining budgets
Administrator	Dealing with all correspondence, taking meeting notes, passing enquiries to the correct team member
Fundraiser	Responsible for sourcing and securing all sources of income, grants, funding and sponsorship
Marketing / Media and Promotion	Responsible for promoting the event and producing promotional literature and materials
Programming	Responsible for booking performers, entertainers and attractions
Production Manager	Responsible for event infrastructure and co-ordination at the event. Responsible for sourcing, booking and hiring all necessary equipment and materials
Health and Safety Manager	Responsible for health and safety, risk and emergency management
Staff/Volunteer	Responsible for all personnel, briefing, training and support

Event Planning

Once you have your basic what, where, when and who you will need to work through the details of your event. It's a good idea to create an Action Plan, either alongside your brainstorming process or after your initial ideas and planning meeting.

The Action Plan doesn't have to be a big document, it could simply be a 'to do' list or table with named people and the dates by which the tasks should be completed. Larger events may benefit from a more substantial document to keep everybody on target and encourage others to invest or work in partnership with your event.

This is the time to be ambitious and creative about what you would like to happen at your event, how it will look, what sort of atmosphere you want to create and what activities visitors will enjoy at the event. Remember you may need to apply for permits or special licenses.

Action plan template included on Page 22

The Event Plan

Writing an Event Plan is not as difficult as it may seem. It can be a very detailed document or a simple document of just one or two pages. If you work through this guide, you will be able to create an event plan. It should contain the following information:

- The proposed date, with all start and finishing times of your event
- The selected venue and location
- Identification of your target audience
- A brief description of your event, its objectives and desired outcomes
- A schedule of the activities, which gives structure to the event
- An initial budget
- Staff roles and contacts
- Risk management plan
- Pack in and out schedules
- Equipment list

One of the key purposes of the Event Plan is to allow everyone involved to be very clear on what is being proposed and to get them all moving in one direction.

Site Plan

When drawing your site plan use a simple format and include surrounding streets and landmarks. Your site plan must be clear and show all important event features. It can be a hand drawn sketch or perhaps a Google map showing an aerial view of the site with your event details listed accordingly.

- A map of the event is an essential tool in the event planning and management of your event.
- It helps you to logically group activities according to the availability of resources such as power, lighting and water and to access requirements.
- A well detailed site plan can be a worthwhile resource for setting up the event and will help stall holders in their organisation. Use the Plan to erect temporary first aid stations, food stalls, position seating, location of bins and to create walkways.
- It is also invaluable in the event of an emergency. Security staff, police, first aid personnel and emergency services personnel should carry a copy of the site plan. With this plan you can quickly determine the exact location of an incident or emergency, assisting in speedy responses. It also aids you in planning for public safety, and disabled access, parking, coach set down, crowd management and evacuation procedures.

Site plan template included on page ?



Making it Add Up

Before you go too far down the road of organising an event you need to be sure you can balance the books at the end of it!

Financial planning is a critical part of event management. You have to know what everything will cost (expenditure) and how much money you require to pay for it (income).

Once you have that total create a list of income sources and begin an initial budget.

Finding the Money

Community Funding and grants

It is a good idea to call or visit funders before sending in applications for funding. This can save you a lot of time and help steer you in the right direction. For example, you may have a figure in mind that may not be realistic or there could be a limit on funds at that particular time, or the criteria for funding may not match what you are asking for.

Be aware some funders meet regularly; others less often. Prepare to apply for funding at least six months before your event, or at least talk with the funders so you get an accurate steer on timeframes for funding.

Philanthropy

Receiving money from individuals is not a usual source of funding, although recently crowd-funding is becoming popular. Various websites have been set up for you to register your event where you can raise money to help pay for it.

Event Revenue

This includes things such as ticket sales, catering revenue, sales of any merchandise such as event t shirts or programmes, stall holder fees or programme advertising sales.

Sponsorship

Events have proven to be a useful commercial advertising and branding tool for business and corporate enterprise. Sponsorship may comprise cash, contra (in kind goods or services) or a combination of both. The success in any sponsorship arrangement is going to be determined on how well the fit is between the event organiser's audience target market and the sponsor's commercial target market.

Sponsors become involved in the funding of events for various reasons. The critical point is that they become involved for a reason, and that reason is what you need to know.

Fundraising

Fundraising is a general term, but often it is used to describe raising money through other smaller events or running things like car washes, fun days or theme nights. Remember that the point of putting on these activities is to raise money for your 'actual' event so if the effort and costs are not greater than the expected income you might want to rethink the plan!

Budget template on page 31.

Budget tips

- A healthy contingency sum (usually 5% of your budget) is always a good idea when putting together a budget. No matter how careful you are with your planning, something will crop up or go wrong which may require some expenditure.
- Calculating income from tickets sales can sometimes be tricky, particularly when you have a number of differently-priced tickets. Work out different scenarios of tickets sold – eg 100% (best case); 30% (worst case). Usually around 45-60% is a figure that most funders find acceptable when granting funds for an event. Remember to include complimentary or free tickets in the total ticket allocation.
- Make sure petty cash is factored into the budget.
- Obtain quotes wherever possible so your budget is accurate. (Funders often require quotes when you are applying for grants).
- Be realistic. Never include funding sources that aren't likely to materialise.
- If your organisation is GST registered, your budgets, both income and expenditure should exclude all GST.
- Make sure that you have good systems in place for money handling and payment of accounts.



TOP TIP
Keep on top of your
finances at every stage.
If you lose control of
the budget you have
effectively lost control
of the event.

Marketing and Promotion

The marketing and publicity of your event is crucial to how successful it will be. Thinking clearly about who your intended target audience will be will help you decide the best ways to advertise and get your message across.

A really good way to think about this is to start with the 4 Ps. The 4 Ps are known as the marketing mix and help plan your advertising and marketing to appeal to your target market. One of the first questions you should be asking yourself is, "Who are our target visitor group for this event?" e.g. families, over 25s etc.

Product

What is your event? What are its key elements? What experiences will it deliver?

Price

What is the admission cost to attend your event? Is everything included in your ticket price, or are there separate activities that are charged for too? Do you need to set a range of prices to attract different audiences and maximise your visitor numbers? E.g. Family tickets and concessions such as disability and student rates. Do the prices make the contribution you want towards recovering your costs?

Place

Where does your event take place? How do you get to the event? Can you promote local accommodation options, other local events and activities when communicating information about your event? Is it accessible? Is there parking and good links to public transport available?

Promotion

How will you promote your event? What advertising activities will you use to ensure the word is spread to your target audience? e.g. websites, press release, local papers, radio and social media, activities

Marketing Plan template on page 25.



How to Spread the Word

Newspapers

There are two types of coverage that an event may get in newspapers and publications; these are referred to as editorial and advertising.

Editorial

Editorial is unpaid coverage, usually written by a journalist using interviews or a press release as a base for an article. It can be difficult to gain editorial coverage before your event, but follow these tips for getting the attention of a journalist.

- Tell them something they didn't know. Are you making an event announcement?
- Tell them something new. If you've already put out an announcement release – what's new? Have you announced a new act or added a special activity?
- Provide all the information they require including times, dates, prices, location, websites and contact information. Don't expect a journalist to go hunting for your event information.
- Include a quote from someone on your committee or one of your performers. Make sure the quote is relevant to the content of the press release. Again this saves journalists time, they don't need to call you to get a great quote – it's ready for them to copy and paste!
- Include a link to high-resolution images. Don't clog up journalists inboxes with lots of photos, rather send a low-resolution example and then provide a link to a file sharing site where they can choose the high-resolution photo they want.

- Try and keep the release to one page. It's so easy when excited about an event to want to tell journalists everything, but remember they are busy and probably won't read everything you send. Keep it snappy and they are more likely to read it. If you've got lots of say, keep some back for another press release in a week or two's time.
- Contact the journalists personally, after press releases go out, to follow up on them doing a story about your event.

Advertising

Advertising is paid for coverage where the event usually provides the publication with an advert. This advert is designed by the event organiser and the information it contains is in the control of the event.

Newspaper and magazines often request the artwork for adverts in particular formats and in specific sizes. Make sure you read through what that publication requires and that your artwork meets their specifications – it's your responsibility to get that right. Supplying incorrect file types can result in poor quality adverts which the publication will take no responsibility for.



How to Spread the Word



Radio

Most radio stations are part of a larger network and can provide coverage over a number of stations. Generally they are forthcoming with good rates for events and additional promotional advertising. Interviews on breakfast radio can be a great source of generating interest for your event. Many have community event noticeboards that are broadcast regularly.



Social Media

Social media platforms such as Facebook, Twitter and Youtube are great marketing tools. If you have money in the budget sponsored posts are a great way to target a specific group or people. You can use these media to keep in contact with your audiences for future events. Encourage other event companies and organisations to 'share', you can return the favour when their event occurs.



Brochures and flyers

Depending on the size of the event, flyers and brochures can be effective. The biggest challenge is distribution and costs.



National television

TVNZ and TV3 can play your ads to specified areas of New Zealand, so you can tap the Hamilton/Waikato market effectively. Producing a television ad is an additional (and usually quite expensive) cost.



Posters

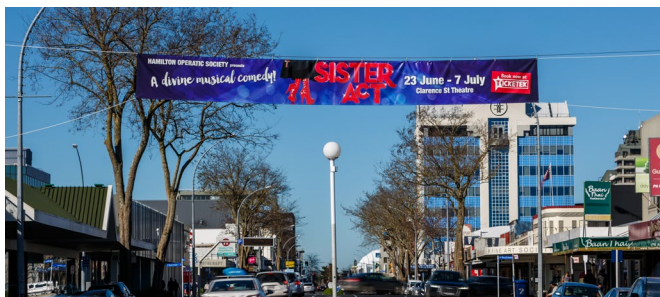
Can be effective if you have them up for a reasonable time. This allows you to push into the smaller communities with posters in shops and businesses. For poster around Hamilton, contact Phantom Billstickers (0800 PHANTOM). This business has the sole rights to paste posters on public billboards and bollards. They can also arrange to get your posters in shop windows and distribute flyers around town.



Roadside billboards

A good way to get the project into the community for a good length of time. These large sized billboards are managed by a variety of companies including Go Media gomedia.co.nz, iSite Media isitemedia.co.nz, APN Outdoor apnoutdoor.co.nz

How to Spread the Word



Banners

The Council has cross street banner sites available for weekly hire. You will be required to supply your own sign-written banner. You can find more information and book banner sites on the Hamilton City Council website hamilton.govt.nz/our-city/cityevents/organisinganevent



Websites

Be sure to promote your event on any free online listing sites such as the Visit Hamilton website visithamilton.co.nz, Eventfinda eventfinda.co.nz and Creative Waikato creativewaikato.co.nz/events



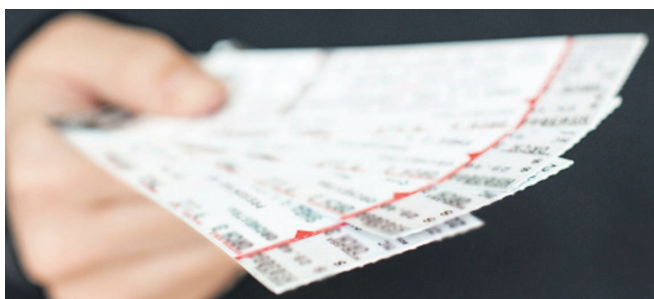
Database/Electronic communication

Regular or annual event organisers should create a database of their patrons or audience. This is a very useful tool for the presale of tickets and future audience development and also allows you to build relationship with clients through newsletters etc. Online software such as 'Campaign Monitor' and 'Survey Monkey' can simplify the communication process for you as well as providing a professional look to your promotional material.



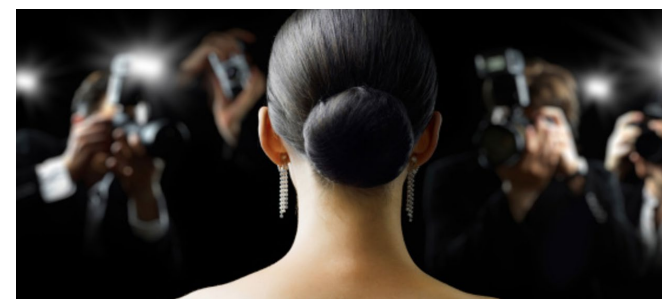
Distribution lists and databases

Sponsors again may assist here. Some companies are supportive in allowing promotional material to be distributed through their client databases. A very cost effective distribution source and if you and your sponsor have your match right, very effective.



Giveaways and Free Ticket offers

Offering event tickets for promotional giveaways is an effective way of broadening your media campaign. DJ's on the radio, offering free tickets are, by their very act of doing so, promoting your event.



Celebrity Endorsement

The use of celebrities is a proven way of attracting media attention and getting your information out there in front of the public. However, it is important that the celebrity fits with your events target audience and brand.

Operations and Health and Safety

Risk Management

Completing a risk assessment for your event does not need to be a daunting process. A good starting point is to mentally walk around your event and consider any hazards, remember a hazard is anything that can cause harm.

Then think about the risk- a risk is the chance high or low, of somebody being harmed by the hazard, and how serious this harm could be.

Think about how accidents could happen and who might be harmed. Its often best to do this process with a couple of people. Ask others members of your committee to consider what they think the hazards are as they may notice things that are not obvious to you and may have some good ideas on how to control the risks.

Consider the measures you are already taking to control the risks and ask if there is anything you should do to make the event safer. Once you have identified the risks and what you need to do to control them you can complete a Risk Assessment Form.

Template on page 28.

Ask yourself:

- What can go wrong i.e. what is the worst case scenario?
- What are the consequences i.e. would it be insignificant or catastrophic?
- Which risks are more likely?
- What can I do about it?
- How can I reduce the risk?

Emergency Procedures

Developing effective risk management plans that include hazard identification and evacuation procedures is essential. A written plan should be provided to all those working on the event, the police and other emergency personnel. In case of an emergency the roles of the police and emergency personnel need to be clearly defined prior to the event.

First Aid

It's essential that proper planning is in place for first aid coverage at your event. Different types of events require different coverage. In the first instance seek advice from St Johns on the number of first aid posts and personnel required for your event.

First aid services should be in a visible, sign-posted location and workers should wear obvious uniforms.

Fire Service

It is the responsibility of the event organisers to ensure the venue has adequate provision in the event of fire. You should contact the NZ Fire Service to discuss safety issues. Some points to consider are:

Insurance

Managing an event, regardless of its size, can be difficult and things may go wrong. It is your responsibility to ensure the safety of event staff and volunteers as well as contract staff, the general public and any equipment that you may own or have hired for the event. You may be held liable and in some cases festival organisers may be personally liable if someone is injured, for any financial losses or any damages that flow from the event.

It is important to ask the following questions:

- What will happen if the event makes a loss?
- What will happen if someone is injured or property is damaged?
- Who will be responsible?
- What will happen if the event is cancelled?
- What will happen if property is stolen?

Public Liability Insurance

This is an insurance policy held by the organiser to provide protection against personal liability when there is a risk of damage, or a third party brings an action against them. For further information contact your local insurance broker.

Operations and Health and Safety

Other Insurances

Some of the different types of insurance that may be needed include:

- Property and equipment
- Cancellation and/or abandonment

Toilets

It is important to consider the provision of toilets at your event. Getting this right will ensure that your visitors have an enjoyable event. You may be able to use public conveniences for your event so you should contact Hamilton City Council to ensure that they are open and serviced during your event - there may be a cost so remember to include it in your budget.

You may need to hire in additional toilets and there are dozens of different types and styles of portable toilets available. Discuss your requirements and expected visitor numbers with suppliers for a recommendation on how many units you will require.

Waste Management

It is important for all events to consider the impact their event will have on the environment. Therefore an effective waste management plan is vital for any festival or event. The aim of the plan should be to reduce, reuse and recycle and to provide for the efficient and safe removal of waste. Some things to consider when developing your Waste Management Plan are as follows:

- The types of waste that will be produced by your event will determine what types of bins you need
- A recommended minimum requirement for general waste bin and recycling bins
- Bins should be located near eating areas, exits and entrances
- The types of hazardous waste on site, where these will be stored, who will be responsible for them and where they will be taken post event.
- Event organisers must ensure that the location is left clean and tidy.
- A site clean should be carried out after all infrastructure has been removed including marquees and once all waste stations have been emptied and removed.
- Most contamination of recycling bins occurs after the event has been completed. Recycling bins should be removed as pack up commences.

Waste Management Plan template on pages 36, 37 and 38.



Operations and Health and Safety

Get the right bins

What bins you choose will depend on what materials you have decided to deal with, once you know you can start thinking about which bins and how many your event will require.

Quick tips

- Always put bins together in 'stations'.
- Think about bin placement and make a site plan.
- Put public recycling stations no more than 20 metres apart.
- If possible use the standard and recognised colours for rubbish and recycling bins.
- Think about how many people will attend your event and have enough bins available. It's better to have too many than not enough.
- Think about how often the bins will need to be emptied.
- Make space behind the scenes for storing the waste materials you have collected.

Let the people know

You can have the best system in the world, however it won't work unless you let people know how to use it properly.

Quick tips

- Good clear signage – use BIG and bold fonts and use the correct colour coding when referencing the bins.
- Promote waste minimisation – keep messages clear and simple and make the best use of websites, social media and promotional material.
- Staff the stations – the most effective way to get things in the right bins is to have helpers at the bin stations. Make good use of volunteers, but look after them and offer them incentives.
- Find the right people – volunteers don't necessarily need to know everything about waste minimisation at events, you can make this part of your training. They do need to be cheerful, friendly and enthusiastic.
- Remember volunteers will act as ambassadors for your event.

How did it go

Make sure you have a debrief, figuring out what worked well and what didn't is important. You can share this information with all the people who had a part to play in your event- employees, volunteers, sponsors and stall holders.

Quick tips

- Record the stations which had poorly distributed waste, such as rubbish in recycling or food waste bins.
- Record where and when rubbish was a problem, doing so will help determine where you need more bins or increase the amount of times bins were emptied.
- Request feedback from suppliers and the public about what worked and what didn't.
- Tally bags or bins of rubbish and recycling to reveal how much of each has been generated.
- Conduct an audit. This means doing accurate measurements. You will need a set of scales and an allocated area to weigh all waste and categorise it before disposal. When auditing, use protective gear such as gloves, overalls and masks.
- Plan- make sure you think about how you are going to measure before the event begins.

Operations and Health and Safety

Security

You may need to think about security for various elements of your event, these could include:

- Securing equipment so it cannot be reached by the public – this could include overnight
- Making secure arrangements for the collection, counting and storage of money
- Protecting performers from large crowds or over enthusiastic audience members.

It may be possible to provide elements of security by using volunteers or you may wish to employ a professional event security company.

Signage

No matter the size of your event it is likely that you will require some signage. Always consider what is most appropriate for your event and venue. A concert in a theatre is unlikely to require additional signage, but a concert in a local park certainly will. Directional signage points people in the direction for facilities such as toilets, exits or food.

Information signage is there to provide people with information and could include things such as a map of the site or the running order of acts on stage.

Safety signage show people where safety services are located, this could include evacuation routes or highlighting first aid stations.

Carparking

It can be difficult to plan for an influx of people and cars, but you need to consider this very carefully when choosing the right venue. It might be helpful to talk to other event organisers who have used the venue or location and learn what they do, or have done in the past.

Don't forget you will need designated disabled parking at your venue, and you will need to consider performers, stall holders and volunteers. You may need to apply for Road Closures to manage traffic at your event (refer to Table on page 18 & 19 for more information).

Noise

Events can create noise levels much higher than normal day-to-day noise and it is important when you are planning your event to consider the affect of noise on neighbouring residents and businesses.

Things to consider would include:

- if using any amplified equipment such as stereos, musical instruments, PA systems or similar, locate the equipment to minimise disturbance to nearby residents
- are the noise levels appropriate given the location and time of the event
- nearby residents and businesses should be notified at least a week before the event. This notification might be in the form of a door knock, letter or mail drop, although Council may make a mail drop mandatory as part of the event approval conditions.
- what procedures are in place for you to handle noise complaints. (refer to Table on page 18 & 19 for more information).

Communications

Good communication during an event is essential. You should decide what the most appropriate system is for your event.

Larger events may require a combination of communication systems which may include radios, mobile phones and P.A systems. Remember to consider technical issues such as the reach of radios, reception for mobile phones and electricity supply for P.A systems

HINT

Produce a laminated card which includes mobile phone numbers of main event organisers, instructions for emergencies and any code words the event is using. A quick reference for staff and volunteers.



Committees, staff and volunteers

Event management is a big job no matter how small or large the event. The more people on board, the lighter the workload for all. Creating a committee/working group or team with a range of skills, ideas and opinions, will ultimately contribute to a more successful event.

Once you've decided on the roles that you require, it's a good idea to draw up an organisational chart or staffing plan setting out the structure of your event team this can be a very simple flowchart, but it will help you demonstrate the chain of command.

Clarify roles

Ensure that each member of the team has a clear understanding of what their and their various team mates' roles entail, what is expected of them and who they are responsible to. You may want to draft simple job descriptions to help with this.

Communications

It is essential that you operate good internal communications. Hold regular team meetings and ensure that everyone is familiar with and understands the issues and challenges. These meetings are also an opportunity for team members to raise their own points and to share their thoughts.

Volunteers

If you are considering using volunteers to assist with the event, ensure that you are able to clearly specify what is required of them; the types of roles you wish them to perform; hours; training; incentives; who they report to; how to deal with incidents and an idea of what to expect on the day, etc. An event manual containing relevant event information such as emergency procedures, contact details, site plan etc) will help with this.

Remember, volunteers are giving up their time to work on your event and they are likely to have specific reasons for volunteering. It's a good approach to find out what they are looking to get out of the experience and to try to match their skills and personality with an appropriate role.

Keep volunteers well informed/briefed about the event, and make sure you recognise the contribution they make by providing a small gift/certificate/letter of thanks etc. once the event is over.

For additional information and advice visit the website of Volunteering Waikato volunteeringwaikato.org.nz or Volunteering New Zealand volunteeringnz.org.nz

Finally

The event manager is responsible for the overall organisation of the event, and the event manager is the glue that holds the whole event together. If he or she does not know what everybody else has done, or is doing, it is not surprising to see how quickly things become unstuck.

Permits and Licences

Your event will require a permission or licence of some sort- it might require several. You should identify what permissions or licences you will need and plan accordingly, allowing plenty of time to complete and secure the relevant paper work.

TYPE	DETAILS	PERMIT OR LICENCE REQUIRED	TIMEFRAMES
Food Food Stalls	Food businesses or premises (including mobile vans) must be registered to sell food and display a current copy of their registration certificate.		
Sausage Sizzles/Cake Stalls	You do not have to register under the Food Act 2014 if you're selling food to raise funds for a charitable or cultural purpose and is not carried out on more than 20 times in a calendar year. There is still an obligation under the Food Act 2014 to make sure you serve safe and suitable food.	N/A	
Alcohol Sale or consumption of alcohol during an event	A special licence allows the sale or supply of alcohol on a given premises or conveyance for the duration of a specific occasion.	Special Liquor licence	Applications must be lodged at least 20 working days before the event
Temporary Structures Marquees	Consent required where > 50 square metres and/or being erected for more than one month. Inspection needed.	Building Consent	
Stages	Consent required if >1 metre high. Inspection needed	Building Consent	
Fencing	Consent required if higher than 2 metres. Inspection needed	Building Consent	
Amusement devices	Consent Required. Inspection needed.	Building Consent	
Temporary stands	Consent Required. Inspection needed.	Building Consent	
Lighting towers.	Consent Required. Inspection needed.	Building Consent	
Accessible ramps	Consent Required. Inspection needed.	Building Consent	
Lighting towers.	Consent Required. Inspection needed.	Building Consent	
Street Markets and Stalls	Stall holders wishing to operate in the central city area require a permit	Mobile shop permit	
Resource Consent	Events and Temporary Activities are required to comply with the provisions in the Hamilton City Council District Plan to ensure that they are managed and located appropriately. If the proposed event does not comply with all of the provisions, Resource Consent may be required. These provisions include but are not limited to: - The maximum number of people at any one time - Restricted operating hours and days of operation - Noise standards - Event duration standards - Requirements for noise management plans	Resource	Recommend at least 6 months prior to your event

Permits and Licences

TYPE	DETAILS	PERMIT OR LICENCE REQUIRED	TIMEFRAMES
Charitable Street Collections	Organisations wishing to collect charitable donations within the central city area ¹ require a permit	Charitable Collections Permit	
Busking	Buskers wishing to operate in the central city area ² require a permit	Busking Permit	
Road Closure	Any work or activity, including events, being undertaken in the road reserve must be controlled by an approved Traffic Management Plan. A Traffic Management Plan (TMP) describes the design, implementation, maintenance and removal of an activity being carried out on the carriageway, footpath or road reserve, and how road users will be managed by temporary traffic management measures. It usually includes a plan and pictures of the area.	Approved TMP	Traffic Management plan must be submitted at least 42 days before the event
Pyrotechnics			

² The area generally bound by Hood, Anglesea and London Streets and the Waikato River

Action plan

The Action Plan Template is a guide to help you focus during the planning stages of your event. Not all points listed here will be relevant to all events, and this list is not exhaustive.

PLANNING & PREPARATION STAGE	ACTION REQUIRED	BY WHOM?	BY WHEN	COMPLETED
Form or reform the Organising Committee, Group or Team				
Decide upon and review dates of event				
Decide upon venues, confirm availability and book venues				
Develop a draft programme, contact entertainers for availability				
Contact Hamilton City Councils Events Team to inform them of the event and to discuss any licensing and traffic management requirements				
Draw up a proposed budget showing projected expenditure and income				
Start funding applications, develop sponsorship opportunities				
Plan a marketing and promotion schedule				
DEVELOPING AND PROGRESSING	ACTION REQUIRED	BY WHOM?	BY WHEN	COMPLETED
Confirm your expenditure and income budget				
Continue funding applications and securing sponsorship				
Book the performers and entertainer				
Apply for any special permissions and licenses				
Secure insurance for your event				
Finalise your promotion and marketing plan				
Book and secure, via a deposit, the equipment required				
Book First Aid cover				
Draw up your site plan				
Write a waste management plan				
Start to secure volunteers for your event				
Book professional security if required				

DEVELOPING AND PROGRESSING	ACTION REQUIRED	BY WHOM?	BY WHEN	COMPLETED
Prepare all the publicity material for printing				
Ensure your event is listed on websites such as visithamilton.co.nz, eventfinda.co.nz, creativewaikato.co.nz				
Use social media regularly to promote your event				
Send reminder information to all entertainers and people taking part				
Complete Risk Assessment				
Draw up a proposed budget showing projected expenditure Develop a schedule for the practical elements of the set-up and take-down stages of the event				
FINALISE DETAILS AND MARKETING	ACTION REQUIRED	BY WHOM?	BY WHEN	COMPLETED
Arrange a meeting at the site/venue with all the key personnel and Police, Fire, Ambulance, equipment suppliers, entertainers and any other participants to discuss the event				
Confirm your staffing requirements and arrange details for volunteers				
Review Risk Assessment, update and put in place any additional controls				
Maintain good communications with Hamilton City Council Events Team				
Check conditions of funding and ensure you are complying with all details				
Use social media regularly to promote your event				
Book a photographer for the event				
Release an advance press release confirming the entertainment programme				
Write press releases and contact newspapers to follow up				
Stage a photo opportunity to gain advance press coverage				
Ensure your printed advertising has been circulated and top up				
Carry out a briefing session for stewards, staff and volunteers				
Maintain good communications with entertainers, suppliers, the public and Hamilton City Council				
Maintain promotions via social media and online web listings				
Prepare a survey form or method of gathering feedback				

ON THE DAY OF THE EVENT	ACTION REQUIRED	BY WHOM?	BY WHEN	COMPLETED
Hold a safety briefing with all stewards, staff and volunteers				
Ensure all stewards, staff and volunteers have all the information about the event programme				
Follow pack in schedule, review weather conditions prepare accordingly				
Survey or gather feedback on the event from participants and audience				
AFTER THE EVENT	ACTION REQUIRED	BY WHOM?	BY WHEN	COMPLETED
Leave the venue or site clean and tidy, arrange for any damage to the venue/site to be rectified and litter to be removed				
Pay all bills and produce a full event statement of income and expenditure				
Send out letters of thanks and acknowledge the support you received				
Review feedback received and include in event report				
Arrange a full team meeting to discuss the event, minute all comments and feedback to include in event report				
Have a de-brief session with Hamilton City Council Event Team and any other professional services involved.				
Produce and distribute a press release about the success of your event and thank the public for their support				
Prepare reports for funders and secure final payouts				

Marketing Plan

NAME OF EVENT	
EVENT ORGANISER	
VENUE	
DATES	
TIMES	
EXPECTED NUMBERS	

DESCRIPTION OF EVENT

Give the theme of the event and a flavour of some of the activities that will be taking place.

Example description:

A surfing event in a coastal town featuring surf competitions, live bands and food stalls.

TARGET AUDIENCE PROFILE/S & KEY MESSAGES

Include the size of the market, how far you expect them to travel, age range or life-stage, likely interests and popular trends, sector or type being targeted e.g. families, businesses, locals or tourists. You may need to break down your audience into separate target audiences according to how different their profiles are. Examples are provided below of two target audiences for the same event:

Target Audience:

Key marketing messages:

COMMUNICATION OBJECTIVES

These will set out what you hope to achieve from your marketing activity. They may be linked to the event objectives that you have outlined in your event plan and could also link to your sustainability objectives for the event, if you have them. Your marketing objectives, along with the key messages you have outlined above, will help to define how you market your event, which tools to choose and what you will say in your marketing. Your objectives should be things that you can measure to see if you've achieved them. Some examples of communications objectives are provided below to help you:

Example objectives:

- *To sell 200 concert tickets*
- *To achieve a 10,000 attendance figure at the event*

MARKETING CAMPAIGN/S

Develop your marketing campaign around the mix of Product, Place, Price and Promotion. These are all explained in the boxes below which you can use as your template. If you have more than one target audience it is best to develop a specific campaign for each one using the relevant tools and messages.

Product

Make sure that what you are offering is what your target audience is looking for.

Price

Ensure that the price is set at the appropriate level to meet with your target audience's expectations.

Place

Make sure that you are placing your event's marketing activity in the right places, where your target audience is likely to come across it.

Promotion

Be sure to use the right tools to promote the event including a mixture of online, broadcast, face to face and print.

BUDGET

Identify the cost for each element of your marketing campaign/s. Include these cost in your overall event budget and be sure that you have secured enough income to cover them. Some examples of marketing costs are given below.

Marketing & Promotion:	Cost
Advertising	\$
Design costs & printing	\$
Social media costs	\$
Distribution costs	\$
Installation costs	\$
<i>Other marketing costs</i>	\$
<i>Other marketing costs</i>	\$
TOTAL INCOME	\$

Marketing action plan

Use the marketing action plan template below and review it at your event team meetings to monitor each task throughout the planning stages.

DATE ACTION PLAN LAST UPDATED:			
Task	Who	By when	Status
<i>e.g. find out advertising costs</i>	<i>JB</i>	<i>31st January</i>	<i>Completed</i>

Risk Assessment template

This template gives you an example of how to complete a risk assessment, there is no defined length of document – you may have three or four identified risks or it could be fifty! Make sure your risk assessment accurately assesses your event.

Name of event				Location of event			
Date and Time of Event				Expected number of attendees			
Event Organiser (name, address, telephone)				Person completing risk assessment			
TASK/ISSUE/HAZARD	WHAT COULD GO WRONG	PERSON/S OR LOCATION AFFECTED	RISK RATING (LOW,MEDIUM,HIGH)	RISK CONTROL MEASURE	BY WHOM AND WHEN	HOW WILL IT BE MONITORED	NOTES
• Children at event	• Parent loses child or child loses parent	• Family	• Medium	<ul style="list-style-type: none"> • Ensure staff and volunteers are briefed on where to take lost child or parent • Have an announcement system in place for advising patrons of lost or missing child 	<ul style="list-style-type: none"> • Event Organiser • Staff and volunteers to be advised at event briefing 		

Risk matrix

It is common to use a risk matrix to assist in assessing the risk level of a hazard or activity. Each cell in the matrix gives you an indication of the risk when you decide the likelihood of the risk event occurring and the seriousness of the consequences to an individual or piece of equipment.

An insignificant impact would be something which may require assistance but does not affect the person’s ability to continue to participate in the activity.

A minor impact is likely to require steward assistance or intervention but it would be unlikely to affect their ability to continue participating in the event.

A moderate impact would require a person to receive professional assistance such as first aid treatment and would impact on their ability to continue to participate in that activity and may impact negatively on other aspects of their daily life for a short period.

A major impact would be something which required immediate first aid attention and follow up treatment, a severe impact would be an incident such as major trauma or death.

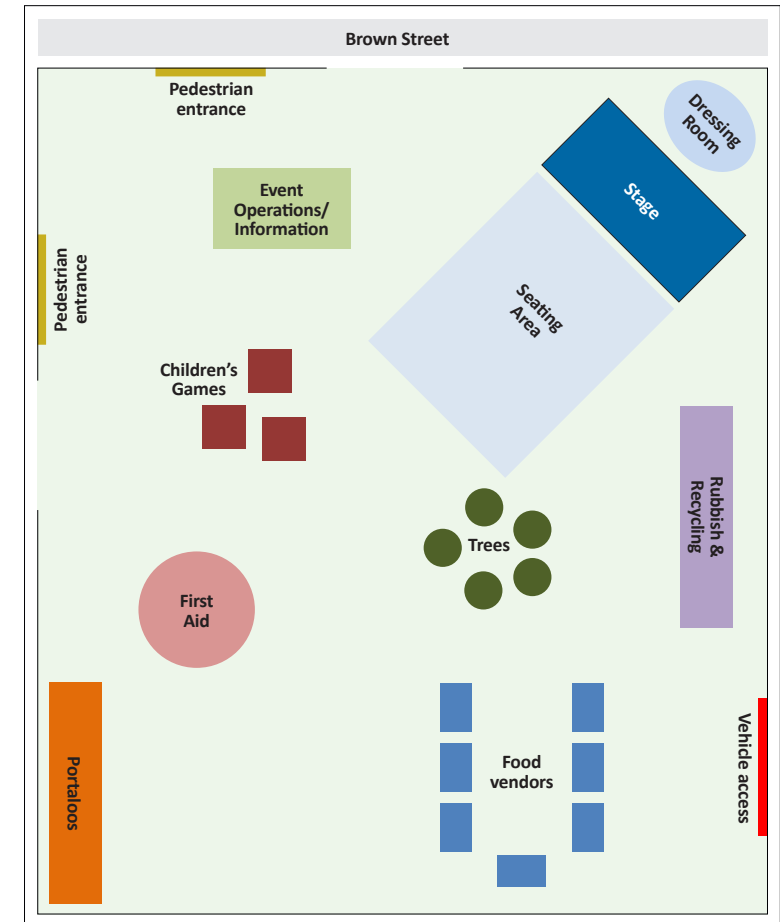
		E HIGHLY UNLIKELY	D UNLIKELY	C LIKELY	B MODERATE	A LOW
CONSEQUENCE	5 EXTREME	Moderate	High	Very High	Extreme	Extreme
	4 VERY HIGH	Moderate	High	Very High	Very High	Extreme
	3 HIGH	Low	Moderate	High	Very High	Very High
	2 MODERATE	Low	Moderate	Moderate	High	High
	1 LOW	Low	Low	Low	Moderate	Moderate

Site plan checklist

Use the checklist below as a guide to what should be shown on your site plan. Include surrounding streets and landmarks. Symbols can be used for recurring items e.g. entrances, toilets etc.

- | | |
|--|--|
| <input type="checkbox"/> The surrounding area | <input type="checkbox"/> Stage location |
| <input type="checkbox"/> Site boundary | <input type="checkbox"/> Entertainment/display areas |
| <input type="checkbox"/> Vehicle entrances and exits | <input type="checkbox"/> Rubbish bins/recycling stations |
| <input type="checkbox"/> Parking areas and access | <input type="checkbox"/> Fire extinguishers |
| <input type="checkbox"/> Existing steps and ramps, and temporary steps, stairs | <input type="checkbox"/> Information centre |
| <input type="checkbox"/> Pedestrian pathways, walking routes | <input type="checkbox"/> Parent facilities |
| <input type="checkbox"/> Toilets | <input type="checkbox"/> Seating |
| <input type="checkbox"/> Public phones | <input type="checkbox"/> Main power/gas/water control |
| <input type="checkbox"/> Existing/temporary lighting towers or poles | <input type="checkbox"/> Event Co-ordinations Centre |
| <input type="checkbox"/> Picnic/eating areas | <input type="checkbox"/> Food/Vendor/Stalls |
| <input type="checkbox"/> Emergency exit routes | <input type="checkbox"/> Liquor sales and consumptions areas |
| <input type="checkbox"/> First Aid Posts | <input type="checkbox"/> Emergency access |
| <input type="checkbox"/> Lost children/lost property posts | <input type="checkbox"/> Maintenance areas |
| <input type="checkbox"/> Volunteer centre | <input type="checkbox"/> Green room/dressing rooms |

Site plan example



Evaluation

A thorough assessment to measure whether you have achieved the event's purpose is required. Aspects of the event that are successful need to be documented along with areas that need greater work. Feedback should be sought from both patrons and staff in an effort to make an informed assessment of the event's overall impact. Evaluation should determine the success of your event's aims and objectives.

Visitor evaluation

As a minimum you will need to accurately calculate visitor numbers. This could be an estimation based on the number of cars in your car park, or a definitive number based on ticket sales or a gate counter. Sometimes it is helpful to split visitors into adults and children, or even age range, so you can get an idea of the type of person your event appealed to and whether this was what you expected or not.

You will also want to know where those people have come from. You could do this very simply by asking people for a postcode when they arrive or leave, which will allow you to work out what percentage of your visitors came from Hamilton, the Waikato or the rest of New Zealand.

After these basic questions, what information you wish to collect will likely be dependent on requirements from your funders. These could include :

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

Other questions should relate to the actual staging of the event. These could include:

- Please rate the parking ease and availability?
- How did you find out about this event?
- How do you think we could improve promotion?
- Did you find the program enjoyable?
- Please rate the catering for this event?

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

Staff /Volunteer Debriefing

After your event is over, you will need to organise a debriefing to review all aspects of the experience. Debriefing is a process whereby the event stakeholders have the opportunity to discuss what worked, what didn't, why it didn't work and how it could be improved.

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

Some points to discuss in the debrief:

- What were the most successful programme/entertainment elements of the event?
- Was there any programme/entertainment content that did not work as well? Why?
- Were there any operational issues in the lead up to, or during, the event that could have been easily resolved? How will we resolve them for future events?

- Was the event effectively marketed? Were any marketing opportunities missed? Did a particular type of marketing work particularly well?
- Did the event achieve a balanced budget? How will any deficits be addressed? List your recommendations for the area you were responsible.
- List your recommendations for the whole event.

Showing Appreciation

It is important to acknowledge the hard work of all those involved in your event. Regardless of the extent of their contribution, it is essential to let staff and volunteers know that their efforts are appreciated. It is a good idea to plan an informal gathering for staff, to give them the opportunity to talk about the event in a social setting, and in turn give you the opportunity to facilitate a feedback forum.

Don't forget to budget for some catering at your debrief as a sign of your appreciation. If you have obtained grants or sponsorship for your event, don't forget to send out a letter or certificate of appreciation with some event photos.

Budget template

	PARTICULARS	PROPOSED	WORKING	ACTUAL	NOTES
INCOME					
	Ticket sales				
	Sponsorship				
	Grants				
	Fundraising				
	Stall of other fees				
	Merchandising				
TOTAL INCOME		\$	\$	\$	

EXPENSES					
Venue hire	Hire fees				
Infrastructure	Equipment hire				
	Audiovisual (sound and lighting)				
	Traffic management				
	First aid				
	Toilets				
	Power				
	Security				
	Waste management				
Programme	Entertainment				
	Travel and accommodation				
Catering	Food – staff & volunteers				
	Food- performers				

EXPENSES					
Marketing	Design				
	Print advertising				
	TV/Radio				
	Social media				
	Printing				
	Distribution				
	Signage				
	Photography				
	Prizes and giveaways				
	Other				
Administration	Permit fees				
	Licence fees				
	Salaries				
	Stationary				
	Telephone and other admin				
	Insurance				
	Contingency				
TOTAL EXPENSES		\$	\$	\$	
GRAND TOTAL		\$	\$	\$	

PART ONE - WASTE MINIMISATION PLAN

NAME OF EVENT _____

EVENT ORGANISER _____

DATE AND TIME _____

VENUE _____

EXPECTED NUMBERS

Estimate of people that will attend the event as both participants and spectators and identify potential waste generators.

STEPS TAKEN TOWARDS WASTE MINIMISATION

Separation of waste streams - type of materials allowed/banned.

EVENT ACTIVITIES

List the activities that will take place during the event eg entertainment, food and drink stalls, merchandising stalls etc.

STEPS TAKEN TOWARDS MAXIMISING THE COLLECTION AND RE-USE OF RECYCLABLES

For example volunteers helping the public at bin stations, availability of bins and signage.

EXPECTED TYPES AND QUANTITIES OF WASTE GENERATED BY THE EVENT

List the type of waste (food waste, recyclables, general waste) and the expected volume of waste that will be generated. For example, events with food stalls will likely generate more waste per person (in volume) than events without food stalls.

WASTE STATIONS, WASTE SORTING AND STORAGE FACILITIES PLANS

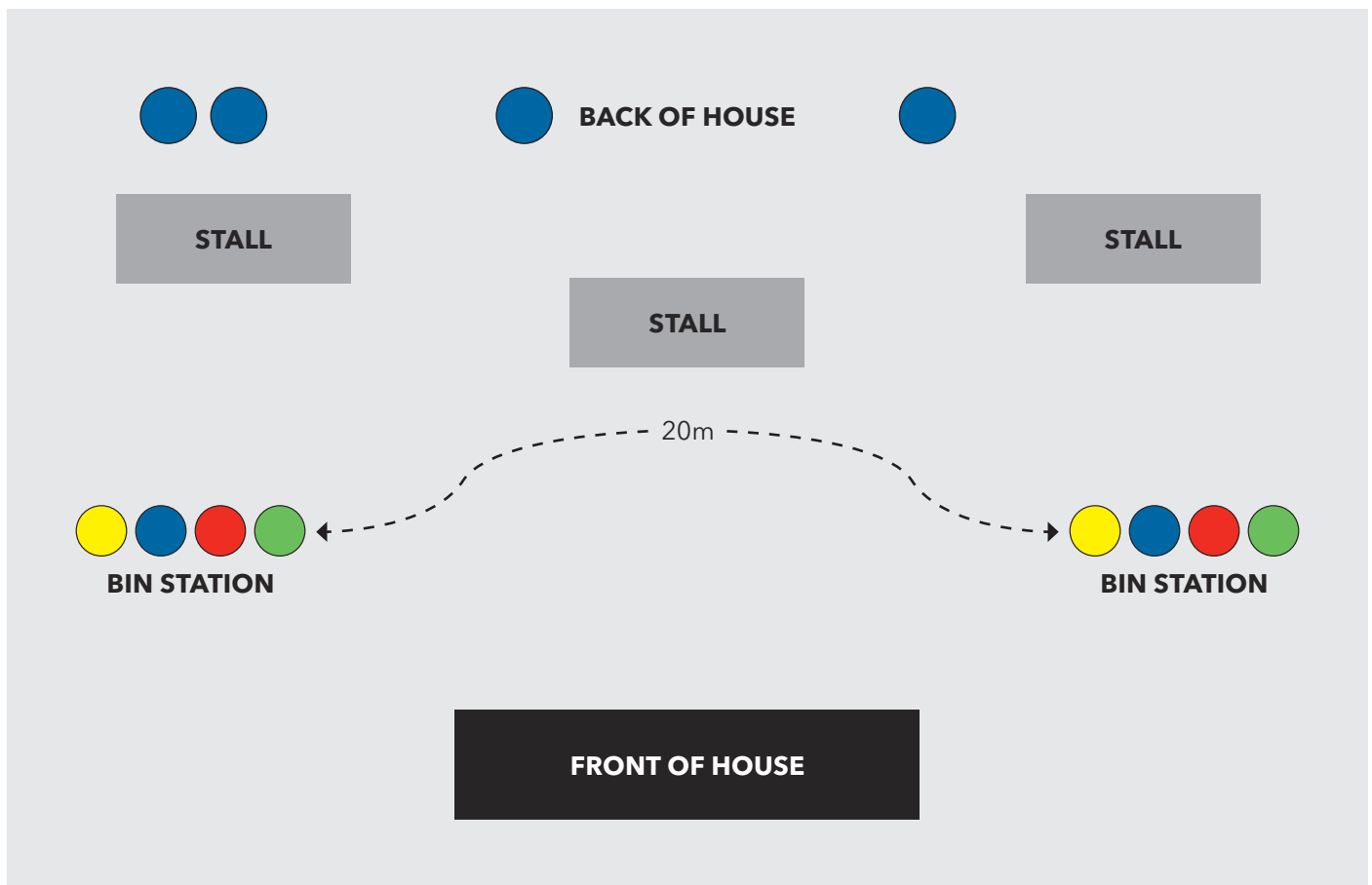
Attach plan that clearly identifies all waste stations and space for sorting/storage of waste.

WASTE MINIMISATION PLAN

The plan is an important planning tool for you and your waste service contractor and should identify the following:

- Location of food and beverage vendors.
- Location of table and chair areas.
- Location of all waste and recycling bins/stations.
- Location of any on-site bins for consolidating recycling and/or waste.
- Location of access points for collection vehicles.
- Location of waste minimisation and recycling signage.

EXAMPLE BELOW OF BIN STATION SET UP



STALLHOLDER WASTE

TYPE	SUGGESTED STRATEGY TO RECOVER OR RECYCLE	ARE YOU RECOVERING OR RECYCLING THE MATERIAL?
Food scraps	Organic bins	Yes <input type="checkbox"/> No <input type="checkbox"/>
Biodegradable cups and plates	Organic bins/reusable plates	Yes <input type="checkbox"/> No <input type="checkbox"/>
Cardboard boxes	Separate cardboard collection	Yes <input type="checkbox"/> No <input type="checkbox"/>
Aluminium	Comingled recycling	Yes <input type="checkbox"/> No <input type="checkbox"/>
Paper cups	Comingled recycling	Yes <input type="checkbox"/> No <input type="checkbox"/>
Plastic containers	Comingled recycling	Yes <input type="checkbox"/> No <input type="checkbox"/>
Glass bottles	Comingled recycling	Yes <input type="checkbox"/> No <input type="checkbox"/>
Plastic bottles	Comingled recycling	Yes <input type="checkbox"/> No <input type="checkbox"/>

Where you have indicated **no**, please explain what you are doing instead.

ON-SITE PROMOTION OF WASTE MINIMISATION

Confirm how you intend to communicate your waste minimisation message.

EVENT COMMUNICATION LIST	DETAILS
Signs and notices displayed at the point of sale to prompt attendees to use the recycling facilities provided.	
Waste and recycling bin stations clearly labelled.	
Event announcer/master of ceremonies scripted to deliver waste minimisation messages.	
Volunteers available and trained to promote and monitor recycling bin use.	
Communication to vendors outlining what materials are acceptable/not acceptable.	

PART TWO - WASTE MANAGEMENT

This section of your plan relates to the management of the waste generated by the event.

**NAME OF THE COMPANY RESPONSIBLE FOR
COLLECTING AND DISPOSING OF WASTE**

**NAME OF THE FACILITIES WHERE THE WASTE
WILL BE TAKEN**

**METHODS TO BE USED FOR THE COLLECTION
AND TRANSPORTATION OF WASTE**

**EXPLAIN HOW THE COLLECTION OF LITTER FROM
PUBLIC PLACES INCLUDING LOCAL STREETS WHERE
THE PUBLIC WILL PARK, WILL BE CARRIED OUT**

On-site promotion of waste minimisation template

EVENT COMMUNICATION LIST	DETAILS
Signs and notices displayed at the point of sale to prompt attendees to use the recycling facilities provided.	
Waste and recycling bin stations clearly labelled.	
Event announcer/master of ceremonies scripted to deliver waste minimisation messages.	
Volunteers available and trained to promote and monitor recycling bin use.	
Communication to vendors outlining what materials are acceptable/not acceptable.	

