

# Little Event Guide and Checklist

Now let's get this straight, this may only be a little guide but your ideas, dreams and events can be as **BIG** and **bold** as you like. The sky's the limit.

To get you on the right track though, here are a few important things to think about as you bring your event to life. There's also a checklist at the end to help you keep track of all your tasks.

## Developing an idea to running your event

This may happen all at once or out of order, but it is important to consider all of the elements of the following steps of a project.

- 1. Ideas**  
Keep track of all your ideas, they may not be so good now but you can come back to them later if you have written them down somewhere.
- 2. Developing an idea into a project**  
Ask people about your idea, if they think it's good/bad/otherwise. Has it been done before? Who will be your audience/your competition? What are you hoping to achieve? Write a project outline.
- 3. Details**  
Will you be working as a team or solo? What equipment is needed – stage, band equipment, costumes, lighting, etc? What timeline are you working to? Where will the money come from - fundraising, sponsorship? How will you publicise? How will you get the media involved? Where will the event be held? Do you need permits/permission? Write a detailed project plan.
- 4. Getting the job done**  
At all times, you will need to make sure that communication between members of the group is good and everyone is singing to the same tune (so to speak) and that stakeholders/sponsors are kept well informed.
- 5. Completion and follow up**  
Immediately after the event, you will need to clean and pack up, but don't forget the few final steps. Seek feedback from the people who were involved – helpers, sponsors, audience etc. This feedback will help you evaluate the event and think of how you could do it better/differently next time. Make sure the finances are in order and you can account for all sponsorship through a final budget. Don't forget to thank everyone involved with putting the event together. A simple certificate of thanks or appreciation can go a long way.

## Problem Shooting

As you go through the processes of planning your event, you will likely come across some hurdles. That's ok and perfectly normal. Best to address them quickly rather than let them linger and make you stressed out.

- 6. People and personalities**

Do you have a team of people with different strengths and skills? How will you make decisions – individually or together? Is everyone working with realistic expectations? If there is disagreement, remember that the project and its successful outcome is most important, not anyone's ego.
- 7. Fundraising/sponsorship and budget**

Most events will require some money to get off the ground and there are lots of ways to fundraise or get sponsorship without draining your own piggy bank! Check out the Office of Youth Affairs website for ideas about where to find the money for your event. Make sure all expenses and income are accurately documented in a budget. It might be worth finding an auspice – an incorporated organisation or business that is willing to support and guide you through the project. Check out the ATO website <http://www.ato.gov.au/> for more handy details for Non-Profit Organisations.
- 8. Plan B**

Have you got a back up plan? What if it rains/there's a fire/a team member gets sick/someone breaks their leg? It might be worth thinking about some 'worst-case' scenarios and plan how you would deal with them and line up who you can get to support you if something goes wrong. Better safe than sorry hey?!

## Legal Issues

Another part of 'better being safe than sorry' is about looking at all of the legal issues that may apply to your event.

- 9. Censorship, defamation and obscenity**

If your promotional material is going to be displayed publicly, make sure it is not offensive, inappropriate or defamatory and warn audience members if your event contains potentially offensive or inappropriate language/behaviour etc.
- 10. Insurance**

Public Liability Insurance is a must to protect yourself and your team if anything goes wrong. Talk to others who are involved in event management to see how they do it. You may be able to work with or through organisations and venues that already have some insurance cover. Your auspice may also be able to help with this one.
- 11. Permits**

Permits are usually required when using outdoor spaces or when you go onto Indigenous land. Make sure you have contacted the local council and know exactly what permit you need. If you hold a concert/music event, check with the Australasian Performing Right Association (APRA) [www.apra.com.au](http://www.apra.com.au).
- 12. Noise levels**

If your event is near residential areas, make sure you check with the local authorities to see what noise restrictions/time limits are in place.
- 13. Security**

This will depend on the size and type of your event. Contact the Police to find out exactly what you will need to provide.

**14. Contracts/agreements**  
If you need a document that outlines the relationship between you and team members, sponsors, venue providers and other stakeholders, as well as responsibilities, a letter that both parties sign is a good start. For anything more formal, you should get legal advice.

**15. Copyright/intellectual property**  
Make sure that you are not using someone else's images/artwork/writing illegally. Contact the Copyright Council at [www.copyright.org.au](http://www.copyright.org.au)

**16. Moral and ethical rights/Indigenous and cultural sensitivity**  
Especially in the Northern Territory, Indigenous cultural and religious sensitivities should be respected and accommodated.

**17. Health and safety**  
For your event to go off without a bang (unless you plan for the bang!) ensure that adequate First Aid (St John), water, shade, bathrooms and food are available. The health and safety of your audience and crew is the most important thing to make your event a success on the day.

Information sourced from H2W2, Australian Council for the Arts.

*For more information, you can contact the following people in the NT:*

Office of Youth Affairs – (08) 8999 3862  
NT Legal Aid – 1800 019 343  
Arts NT – (08) 8999 8981  
Music NT – (08) 8981 1995  
Darwin City Council – (08) 8930 0300  
Palmerston City Council – (08) 8935 9922  
Katherine Town Council – (08) 8972 5500  
Tennant Creek Town Council – (08) 8962 0000  
Alice Springs Council – (08) 8950 0500  
Nhulunbuy Corporation Limited – (08) 8987 1145

*For more information and ideas from across Australia, check out:*

The Australia Council for the Arts' guide "H2W2 – How to do an arts project, Where to get help" is a toolkit providing the absolute lowdown on getting projects up and running. It has advice on everything from the initial flash of inspiration to taking the final bow and all the tricky bits in between.

[http://www.australiacouncil.gov.au/publications/youth\\_arts/h2w2\\_how\\_to\\_do\\_an\\_arts\\_project\\_where\\_to\\_get\\_help](http://www.australiacouncil.gov.au/publications/youth_arts/h2w2_how_to_do_an_arts_project_where_to_get_help)

The Queensland Government's Department of Communities website includes advice in relation to holding an event.

<http://www.communities.qld.gov.au/department/events/planning/event-management.html>

The South Australian Government's Office for Youth run free training workshops to assist young people to plan and run events. Modules from the training sessions have been made available as downloadable resources.

<http://www.officeforyouth.sa.gov.au/GetSkilled/PreparingforNYW/tabid/434/Default.aspx>

The New South Wales Government's Community Builders website can give you access to Safer Celebrations – a useful guide for event managers. This practical, online guide covers all legal and safety requirements when planning an event.

[http://www.communitybuilders.nsw.gov.au/events\\_guide/checklist.html](http://www.communitybuilders.nsw.gov.au/events_guide/checklist.html)

The New South Wales Government's Premier's Department has an Event Starter Guide – a resource for organising events.

[http://www.events.nsw.gov.au/event-starter-guide/051004\\_FullGraphicsESG.pdf](http://www.events.nsw.gov.au/event-starter-guide/051004_FullGraphicsESG.pdf)

A Young Persons Guide to the Gig Galaxy is useful for young people who wish to organise a range of events, including: band nights, dance parties and youth festivals.







<http://www.yapa.org.au/youth/activism/facts/gig.pdf>

**Have fun!**

[www.youth.nt.gov.au](http://www.youth.nt.gov.au)

# Event Checklist



-  You have chosen an idea and consulted other people about it. Check out the Office of Youth Affairs' (OYA) website [www.youth.nt.gov.au](http://www.youth.nt.gov.au) for ideas to get you thinking.
-  You have chosen a date, time and location that are accessible to your audience. ie. close to public transport, wheelchair accessible. Remember to allow enough time to plan and prepare for your event.
-  You have chosen a team to work with or chosen to work alone. Make sure you have a good support network around you who can help before, during and after the event. Try and involve as many young people as possible.
-  You have made contact with your local youth centre, school, council or other organisation to see what type of support they can offer e.g. supervision, public liability insurance, administrative support, sponsorship and advice.
-  You have written up a detailed event plan and are working from it, updating as necessary.
-  You have identified what resources you will need e.g. people, equipment, facilities (you have obtained the relevant permits, permission to use facilities).
-  You have drafted a budget and applied for grants/sponsorship. Contact organisations in your area as they may be willing to assist you or be an auspicing body to assist with financial management and insurance.
-  You have confirmed bookings for travel, transport, accommodation, venue hire, equipment etc.
-  You have been in contact with your local police and informed them of the event. You have also checked that any security/legal requirements are met.
-  You have promoted your event through posters, flyers, media, email, Community Service Announcement or word of mouth. Don't forget a media release – a one pager detailing who's involved, what's happening, where it is, when it's on and how it came about.
-  You have an emergency plan (Plan B) in place. What will happen if it rains? What will happen if someone is injured? What will happen if the power goes out?
-  **YOU HAVE RUN AN AWESOME EVENT WHICH EVERYONE LOVED!!!**
-  You have evaluated the event. Where did you go right? Where did you go wrong? How could you improve? Did you achieve your goal?
-  You have thanked all those people who helped out. This is a very important last step as you may one day wish to call on those people to help you again, so best to leave them with a good feeling, ready for the next project!

# Example Project Plan

## Project Goal:

To run a Hip-hop workshop for young people with a public performance at the end of the session.

## Target Audience:

Young people (12-25 years) who like to sing for the workshop and then their friends and families and general public for the performance.

## Resources needed for the event:

**People** – Johnny (MC/team leader), Jessie (fundraising/budget), James (sourcing equipment/venue), Jenna (guest artist), Jack (runner) and Josie (promotion).

**Equipment** – Hip-hop equipment (stereo, computer, projector/TV, microphones, backing music), venue, chairs, food, drinks, toilets, decorations, prizes/certificates.

## Tasks:

	WHO	TIMELINE	COMMENTS
Facilitator of the workshop and MC at the concert. Work with Council regarding permits/legal requirements.	Johnny	Check legal/permit needs 2 month out, liaise with guest artist, be face of promotions.	Be thorough and cover all bases.
Fundraising, application for funding/ sponsorship, and seeking an auspice.	Jessie	Run fundraising, seek sponsorship, seek auspice all 3 month out and follow up.	May take some time to lock in.
Source equipment (stereo, music, microphones) and venue.	James	Get quotes, visit venues 2-3 months out. Provide for needs of venue/equipment.	Look around, get best deal.
Appear as guest artist/mentor during workshop, perform for final concert.	Jenna	Needed on the day. Briefing over the phone 1 week out.	Big name if possible.
Runner, mover, helper, handy man.	Jack	Available to assist when required.	Need tags/ shirts for organisers.
Promotions – media brief, radio interviews, television Community Service Announcement, newspaper stories, posters, flyers.	Joy	Make contact 1 month out, issue media brief 2 weeks out, poster and flyer drop 2 weeks out, conduct media interviews 1 week out.	Maintain good relations.

## Fundraising Plan:

Raffle, car wash, busking in the mall (see council re permit), apply for OYA grant, seek corporate sponsorship, appeal to local business to be auspice.

## Media/Promotion Plan:

Media release and article/photo, posters, flyers, radio interview, visit local schools and speak in assembly.

## Team Meetings:

Johnny to lead the team. Meetings will be held once a week in the initial stages and will increase as event approaches. Decision will be made on a majority rules basis.

# Example Budget

Need to purchase/pay for: venue hire, equipment hire, decorations, prizes, food, drinks, security, Public Liability Insurance, cleaning product, posters/flyers.

ITEM	BUDGETED AMOUNT	ACTUAL AMOUNT
<b>Wages/fees (up to 25% of the total grant)</b> (please specify who's wages/fees)	Nil – guest appearing free of charge	Nil
<b>Catering</b> Snacks, soft drink	\$200	\$212
<b>Hire of venue</b>	\$150	\$150
<b>Hire of equipment</b> (please specify)	\$300	\$285.50
<b>Consumables</b> (please specify) Cleaning Product Prizes Certificates Decorations	\$15 \$50 \$10 \$40	\$12.67 \$75 \$5.50 \$36.80
<b>Travel</b> Airfares Accommodation Other (please specify)	Nil – all in Darwin	Nil
<b>Advertising/Promotion</b> Posters/flyers Other (please specify)	\$25	\$30
<b>Other</b> (please specify) Permits Public Liability Insurance covered by auspice Security covered in venue hire	\$20 Nil Nil	\$20 Nil Nil
<b>TOTAL EXPENDITURE</b>	<b>\$ 810.00</b>	<b>\$827.47</b>