



Selwyn District Council Event Planning Guide

How to run a successful community event

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Introduction

Selwyn District Council has a role in supporting community events to foster community identity and participation, and to encourage the use of community facilities. Council staff can assist with planning and with regulatory requirements for community events in the Selwyn district. In addition, each year a small amount of funding is available for event support grants.

If you are planning an event the first thing to do is contact Selwyn District Council's Community Services Administration, phone (03) 347 2800, to discuss your event. They will arrange for an Event Application to be sent to you. In some cases, especially for new or major events, a meeting between the event planners and Selwyn District Council staff is arranged.

If you are planning an event in the district that is specific to young people, contact the Selwyn District Council Youth Advisor, phone (03) 347 2800, for resources, assistance and support.

The following resources are designed to help plan your event. It is suggested you do not write on these but instead photocopy the resources you want and use these as the master copy. Please note these forms/templates are a guide only; please adapt to suit your event. Once you have entered the details of your event, it will then be approved by the web master to be displayed on the council website.

How to use this guide

This Event Planning Guide is partnered with Event Planning Resources, a book full of checklists, examples and forms that will prove useful as you organise your event. Together this toolkit takes the stress out of event planning and gives you a step-by-step guide to success – whether your event is big or small, outdoors or indoors, sport, cultural, social, arts or just plain fun!

Thanks to Christchurch City Council, Wellington City Council, Ashburton District Council, Sport NZ and the Australian Sports Commission, Food and Health Standards Ltd and WorkSafe New Zealand for their information.

Disclaimer: While every effort has been made to ensure the information in this guide is correct at time of publication (August 2017), Selwyn District Council accepts no responsibility for any inaccuracies in the details in this guide.

“ An event is an opportunity for
leisure, social or cultural experience
outside the normal range of choices
beyond everyday experience ”

Getz, 1991

Planning and budgeting

Start with a great idea

Or borrow one from somebody else! Many great events start with someone having an idea and brainstorming with others to see whether they think it is a good idea too.

Bring people together with passion and vision to gather ideas such as: What activities will there be on the day? What will the event be called? Write down all the ideas, even the wild and wacky ones, as some ideas will spark others and you may be surprised what you end up with.

Why have an event?

It is important that you are clear about the objective, or purpose of the event. What do you want to achieve by holding your event? An objective (or objectives) helps keep you focused. In addition, most sponsorship or grant application forms will ask this question so it is good to have an answer sorted early on.

You also need to consider this question – How will you know when you have achieved your objective?

If you have a realistic and achievable objective to start with you will be able to answer this question much easier. Examples include:

- To raise people's awareness of the new skate park
- To provide an avenue for top competition
- To attract visitors to the district
- To showcase local talent
- To enable local residents to spend time together at their local park
- To provide an opportunity for residents to try a variety of sporting codes

Who is the event for?

You need to be specific about who you want to attend your event – this is your target group. For example:

- Young people
- Older adults
- Women
- People living in a particular area
- The whole community

In order to attract them you need to know the target group well enough to understand what their needs are and what they expect from an event. To find this out, you need to talk with them early in the event planning process, and also engage with people that know them well (e.g. kindergarten teachers have a good idea of what pre-schoolers like).

Define Your Target Audience (Resource 1) will help you identify who your target group is and what they want.

Who will make it happen?

The Event Manager/Co-ordinator

An Event Manager or Co-ordinator needs to be appointed. The Event Manager is responsible for the overall planning, implementation, co-ordination and evaluation of the event. He/she is therefore the person responsible for maximising the likelihood that the event will be a success. The Event Manager must liaise with the organising body, the community, officials, stakeholders/partners, sponsors and volunteers.

The person appointed to this position should be knowledgeable, positive and enthusiastic, well organised, a good leader, a very good communicator and extremely reliable.

Lots of people have these qualities and will make excellent Event Managers. Prior formal experience is often not necessary, depending upon the size and risk level of the event.

The organising committee/planning team

The organising committee may be a body that already exists and oversees the planning of the event. Other times a special committee or team is established for this purpose. This enables people with appropriate skills and/or contacts to be involved.

You may need to appoint people or small committees to be responsible for particular areas such as:

- Finance/Budget (planning and tracking)
- Consents/Permits/Licenses
- Services and Equipment/Goods
- Bookings/Ticketing
- Marketing/Promotion/Publicity
- Sponsorship and Fundraising
- Health and Safety
- Staffing and Volunteers
- Programme/Entertainment/Activities
- Venue/Operations
- Results/Evaluation

It is important that everyone is clear about what their roles and responsibilities are in order to avoid duplication of work. It helps if at least one member of the team has lots of connections within the community – this can assist with promotion, sponsorship and resources.

The perfect date

Before you/your committee decide upon a date for the event, first consider how much time you will need to plan and get the tasks done. Two to four months is generally needed to plan a community event, depending on the event size and type. It also takes longer to develop and organise an event for the first time.

Consider how many people can dedicate time to organising the event. Bigger events need more than a year's planning. Some aspects may need to be booked well in advance (e.g. venue, stage) and their availability may affect your choice of date. Consider having a postponement or rain date – and don't forget to budget for this.

Avoid clashes with other events, e.g. elections and other major recreation or sporting events. Check www.selwyn.govt.nz/events for events on in Selwyn district or www.ccc.govt.nz for events in Christchurch and surrounding areas – search by event type, not location.

Consider what days of the week and times of the day would work best for your target audience – not everything needs to be held on a Saturday afternoon in February. Consider weekday evenings as well as weekends.

Think carefully about your target audience when deciding on the start time, end time and overall length of the event.

Location, location, location

Where do you want to hold your event? For a list of halls and venues to hire in Selwyn district search www.selwyn.govt.nz/recreation-And-facilities.

If your event is to be held at a sports field/domain you will need to contact the respective committee. To find out contact details go to www.selwyn.govt.nz/recreation-And-facilities.

Alternatively, phone Selwyn District Council on (03) 347 2800 or on (03) 318 8338 (Darfield area call free number) to obtain the contact details you require.

The **Venue and Facilities Checklist (Resource 2)** will help determine the type of venue and location required for your event.

In a nutshell – the event brief

By now you have made a few decisions and it can help to begin to get an overall plan or 'event brief' on paper. It can be useful for early planning, getting committee or management approval, or later for funding applications. The **Event Brief (Resource 3)** will help you develop this. You can start by filling in what you know early on and develop it further as more decisions are made.

Figuring out the tasks – checklists

At an early stage in the planning the organising committee and the Event Manager need to consider the tasks that need to be done. The Event Planning Resources include a number of checklists to help you work out who and what you need in order to make your event a success. In addition to Resource 2, checklists also include:

- **Resource 4 (Staffing and Support Services Checklist)**
- **Resource 5 (Administration and Finance Checklist)**
- **Resource 6 (Equipment and Supplies Checklist)**

These have been pulled together with the input of many people who have done it all before. While they might not cover every little thing, they are a good starting point and will save you having to do a whole lot of thinking.

Obtaining the money – Event income

We have heard it before – don't put all of your eggs into one basket! It is wise to aim for income from a wide range of sources, that way if one source fails, there are other sources to fall back on. The following are common and successful sources of income for events:

Entry and/or parking fees/koha

People often don't mind paying an entry fee or donation, particularly if the organising group is a local community group. Think carefully about what amount you would charge – too much and you will turn people away. You need to work out the practicalities of collecting the money e.g. entry gates, change, sufficient staffing, a cash float, cash security, buckets or collection tins.

Stalls/sales tables

If you are providing an opportunity at your event for community groups, businesses or individuals to raise funds it is perfectly reasonable to charge for this (e.g. per stall or table).

Fundraising

You may want to consider raising funds for your event well in advance. It is also a good way of advertising the event. It helps if there is a specific purpose for the funds e.g. to bring a popular band to play at the event.



Grants

It is important when applying for grants to plan well ahead, as it takes some time to gather together the information you need for the application and to ensure you meet application deadlines. Check the criteria to make sure it is a good fit with your event. Find out what the deadline is and the anticipated date of receipt of funds – most likely you will need the money in advance of your event!

In many cases you need to be a legally constituted organisation or have a relationship with somewhere that will act as your umbrella organisation when applying for funds. For more information on umbrella groups and organisational structures go to www.community.net.nz and type in the search box 'Community Resource Kit'.

The Selwyn Community Fund – this fund is designed to support events and activities that make Selwyn a great place to live, work and play by contributing to community wellbeing, bringing communities together and attracting visitors to Selwyn. Applications will be processed by Community Services Administration, phone (03) 347 2800. For more information and to apply for funding go to www.selwyn.govt.nz/selwyn-community-fund.

Gaming Machine and Community Trust Funding – Gaming Machine Societies and Community Trusts distribute funds in the Selwyn district. The criteria along with funding application forms can be found on the following websites:

- New Zealand Community Trust, PO Box 10 857, The Terrace, Wellington 6143, www.nzct.org.nz
- Rata Foundation, PO Box 1440, Christchurch Mail Centre, Christchurch 8140, www.ratafoundation.org.nz
- Pub Charity Limited, PO Box 27009, Marion Square, Wellington 6030, www.pubcharitylimited.org.nz
- The Southern Trust, PO Box 858, Dunedin, www.southerntrust.org.nz
- Four Winds Foundation, PO Box 74104, Greenlane, Auckland 1546, www.fourwindsfoundation.co.nz

Other Sources of Funding – For more information on Gaming Machine Societies go to www.communitymatters.govt.nz/Funding-and-grants, scroll down the bottom and click on 'Grant Funding for Community Groups'.

In-kind support

For many events the best and probably easiest sponsorship to obtain is in kind – in the form of a product or service. This could be from a business (e.g. reduced cost of printing or graphic design) or a service group (e.g. a Service Group acting as parking attendants).

Cash on the day

You can still work at obtaining funding for the event on the day of the event itself. As already mentioned, entry fees are commonplace and selling food, raffles and other items is also popular.

Sponsorship

Local businesses may be interested in sponsoring your event if it offers them a chance for promotion.

Sponsorship is not seeking a donation – instead you are offering a promotional opportunity and partnership for the sponsors.

Five steps to a successful sponsor partnership:

1. Matching – seek out companies whose image and customers have a match with your event and participants.
2. List the benefits that you are offering the sponsors. E.g. sponsor's name or logo on printed promotional material; promotion on the PA system; sponsor banners or signage.
3. Be professional and personal – put the request in writing. Find out who the manager is and make an appointment to meet with him/her.
4. Look after your sponsors – keep sponsors well informed. Make sure they feel part of the event e.g. send a personalised invitation to the sponsor and his/her family.
5. Follow up – send the sponsor an event report at the completion of the event. Include copies of media coverage (e.g. newspaper clippings), plus copies of brochures and flyers.

Spending the money – the event budget

Tips for preparing your budget

- Estimate conservative income figures and high expenditure figures (until you have confirmed amounts). Get written quotes for expenses; don't make a guess or use verbal information.
- Use columns for planned and actual amounts, particularly if this is a new event or you are not sure of some expenses.
- Build in a 10% contingency, particularly if the event is new or it gets postponed – some suppliers or entertainers will stipulate a postponement/cancellation fee.
- Breaking the budget down makes it easier to manage so organise the expenses into categories/cost items. These may include:
 - venue and operational
 - promotion
 - equipment and services
 - entertainment/activities.
- You may want to start by working out what amount or what percentage of the total you will spend on each category.
- Involve others from the organising team in the planning – they are then more likely to stick to the budget.
- If your organisation is registered for GST always use GST exclusive figures.
- If your income is not yet fixed, develop a preferred and a no frills budget. That way if money doesn't come through you can still run the event.
- A budget is fluid so update it regularly as things change. Keep track of what invoices have come in, what ones have been paid and what still needs to be paid.
- Include the budget in the overall event evaluation, and compare the actual with what was proposed.
- Go through the Event Checklists (**Resources 2, 4–6**) to make sure everything you have ticked that will need to be paid for, is included in your budget.
- Your budget items will differ according to the type of event. However, the **Budget Template (Resource No 7)** and the **Budget Example (Resource No 8)** may be useful.

Define your target audience

What ages are the people in your target group? _____

Are they male or female? _____ Are they families with young children? _____

Where do they live? _____

What day of the week would suit them best? _____

What time of day would suit them best? _____

How long would they be likely to stay at the event? _____

What activities and services would they be likely to enjoy? _____

What help do they need, if any, to attend? _____

How do they get information about what is happening in the community? _____

Would they be prepared to pay an entry fee? _____

What else do you know about them that is important? _____

What groups and organisations do they belong to? *[these may help you promote the event, help as volunteers, come as stallholders, provide entertainment (e.g. Kapa Haka) or help provide services (e.g. face painting)]* _____

Venue and facilities checklist

What do you need to consider? You can use this list when thinking about your venue and also when visiting a venue or drawing a site map.

Alternative areas	Indoor area for bad weather?	<input type="checkbox"/>
Appearance	Clean? Tidy? Grass cut? Suitable for audience and planned activity?	<input type="checkbox"/>
Bar	Fully equipped to your requirements? Bar staff provided?	<input type="checkbox"/>
Bus stop	Close proximity to a bus stop may result in more attendees.	<input type="checkbox"/>
Car parking area	Easy access to main event site? How many cars do you realistically expect? Include disabled access.	<input type="checkbox"/>
Changing rooms	Sufficient? Need additional, e.g. marquees?	<input type="checkbox"/>
Decoration	Are there restrictions, e.g. no blu-tack on walls?	<input type="checkbox"/>
Dining/food stalls area	Suitable size?	<input type="checkbox"/>
Disabled access	Consider wheelchair-accessible toilets, parking and access to activities/performances.	<input type="checkbox"/>
Egress	Is there room to come and go in vehicles and on foot? Separate vehicle and pedestrian entrances are safest.	<input type="checkbox"/>
Emergency vehicle access	Entranceway needs to enable access for large vehicles, e.g. fire trucks.	<input type="checkbox"/>
Equipment	What is available at the venue? Is there an additional hire cost involved?	<input type="checkbox"/>
First Aid room/tent/ caravan	This is best in a visible location.	<input type="checkbox"/>
Health and Safety requirements of venue	Check what these are.	<input type="checkbox"/>
Information/registration desk/tent/room	This is best in a visible location.	<input type="checkbox"/>
Kitchen/food preparation area	Sufficient size and equipment?	<input type="checkbox"/>
Lighting	Sufficient? Enough electrical plugs for hire lighting?	<input type="checkbox"/>
Locking and unlocking	Keys/cards required?	<input type="checkbox"/>
Lost children area	Could double as information/registration area.	<input type="checkbox"/>
Lost property area	Could double as information/registration area.	<input type="checkbox"/>
Media desk/room	Needs to be close to the action.	<input type="checkbox"/>
Neighbours	Is the activity suitable to the neighbourhood? Consider potential noise and traffic nuisance.	<input type="checkbox"/>

Parents room/feeding and nappy-changing area	Needs to be suitably equipped and hygienic.	<input type="checkbox"/>
Power supply	Three phase power is generally required for events pulling big power levels due to using sound and/or lighting and catering. Some buildings and parks have this facility; otherwise rely on the sound and/or lighting expert to supply the required generator.	<input type="checkbox"/>
Power sockets	Sufficient for your needs? Talk to your electrician before you enlist double plugs and multi-boards.	<input type="checkbox"/>
Proximity to other services or key locations	For example, shoppers may be enticed to attend an event located next to the shopping area.	<input type="checkbox"/>
Presentation area	Requires good visibility.	<input type="checkbox"/>
P.A system	Available for use or hire? Equipped with all you require? Sound level sufficient?	<input type="checkbox"/>
Rehearsal/practice/ warm-up areas	Big enough/sufficient for your needs?	<input type="checkbox"/>
Shade	Consider hot day requirements. Can you make use of trees or buildings for shade?	<input type="checkbox"/>
Shelter from wind	Consider windy day requirements. Is there shelter available?	<input type="checkbox"/>
Signage	Do you have sponsor banners and flags to erect? Do you have appropriate signage for the venue to tell people where toilets, food, administration, etc, are located?	<input type="checkbox"/>
Smokefree promotion	Consider signage for smokefree event.	<input type="checkbox"/>
Space for activities and crowds	What numbers do you anticipate? Try to avoid the space feeling too empty or too crowded.	<input type="checkbox"/>
Stalls/sales areas	Sufficient space and/or facilities for your requirements?	<input type="checkbox"/>
Time restrictions	Do you have to be out by a certain time?	<input type="checkbox"/>
Toilets	Sufficient? Require approximately 1:100 participants. Consider placement carefully, e.g. away from food stalls. Existing toilets need to be stocked and serviced.	<input type="checkbox"/>
Underground cables and services	Source a map showing location of underground electrical cables and water/irrigation pipes before you drive a marquee peg into something dangerous or expensive.	<input type="checkbox"/>
VIP areas	Ensure a prime spot.	<input type="checkbox"/>
Rules of the venue	What are these? For example: no stilettos on floor; smokefree park.	<input type="checkbox"/>
Visibility from major road	If the site can be seen by passers-by more people are likely to attend.	<input type="checkbox"/>
Water supply	For drinking water and event activities.	<input type="checkbox"/>

Resource 3

Event brief

Use this page to summarise your event planning.

Title of event	
Event Manager/Contact Person	
Objective	
Location/options	
Day, date and time/options	
Brief description of event	
Number of anticipated participants	
Secured or potential funders	
Secured or potential sponsors	
Programme/activities	
Budget amount required	
Consents, permits, etc, required	
Promotion methods	

Staffing and support services checklist

Who do you need to involve? Use experienced professionals where it counts, e.g. stage, sound, lighting, sports officials.

Activity leaders/instructors/tutors/coaches	Provide with clear instructions and all equipment necessary. Ensure each activity has a risk management plan.	<input type="checkbox"/>
Announcer/MC/commentator	Be particular with whom you choose – the right person sets the tone of the event. Provide with a script as necessary regarding sponsors, VIP's and Health and Safety information.	<input type="checkbox"/>
Bar staff	Someone with a Bar Manager's Certificate/License needs to be at the event and responsible for the bar.	<input type="checkbox"/>
Car parking attendants	Ensure their safety (e.g. provide with high-visibility vests). A community group may do this for a donation.	<input type="checkbox"/>
Cashier(s)	Provide with petty cash/float and all equipment necessary.	<input type="checkbox"/>
Caterers/cooks	Provide with Food Safety information. Hygiene is very important!	<input type="checkbox"/>
Cleaners/site preparation staff	Does the grass need cutting or the rubbish removed? Arrange this well in advance of the event.	<input type="checkbox"/>
Computing services	Give clear instructions regarding your needs.	<input type="checkbox"/>
Electrician(s)	Talk to them about your plans and ensure they liaise with other staff, e.g. sound, lighting, and computing. Someone should also be on site during the event or on call if any issues arise.	<input type="checkbox"/>
Entertainers or exhibitors	Check references. You don't want a lemon!	<input type="checkbox"/>
Fire Service	Advise them of event as appropriate.	<input type="checkbox"/>
First Aiders	St John can give advice regarding the number of staff required for your event. There is a cost involved for attendance at events.	<input type="checkbox"/>
Gophers/general	Choose keen workers with a good attitude and initiative.	<input type="checkbox"/>
Hospitality/meet and greet/ticket takers	Choose suitable staff for good first impressions! Provide them with all the support they need.	<input type="checkbox"/>
Information desk staff	Choose suitable staff and provide with all necessary information and documentation.	<input type="checkbox"/>
Interpreters	Consider interpreters to make your event fully inclusive.	<input type="checkbox"/>
Lighting experts	Discuss event type and entertainment/music in advance so they can bring appropriate equipment. May set up then go but ensure to keep on call.	<input type="checkbox"/>
Maintenance/repair/technician/handyman	Handy to have a jack of all trades on site.	<input type="checkbox"/>
Photographer	Preferably with some event experience. Advise of what type of photos you want. Provide with obvious ID and photo consent forms – they may need another staff person to help with the forms.	<input type="checkbox"/>
Police	Advise local Police of the event. Invite as appropriate (e.g. Community Constable).	<input type="checkbox"/>

Reporters/media	Invite and liaise with.	<input type="checkbox"/>
Referees/judges/officials	Enlist people with the required skills. Ensure they have all equipment needed.	<input type="checkbox"/>
Sales staff	E.g. fundraisers, programme sellers.	<input type="checkbox"/>
Secretarial/recording of results	Give clear instructions and provide with all equipment necessary.	<input type="checkbox"/>
Security and/or safety staff	May not be professional staff depending upon event. Provide with tasks lists. Consider hiring security for pre-event and post-event as well.	<input type="checkbox"/>
Set up and pack down staff	Ensure there is sufficient staff and allow plenty of time. Take care when lifting heavy objects – check ACC guidelines.	<input type="checkbox"/>
Sound experts	Discuss event type and entertainment/music in advance so they can bring appropriate equipment. May set up then go but ensure to keep on call.	<input type="checkbox"/>
Store manager	Provide with schedule.	<input type="checkbox"/>
Stall holders	Provide with information including power supply, set up times, waste management, and parking.	<input type="checkbox"/>
(Sports) team managers	Communicate with them in advance of the event.	<input type="checkbox"/>
Traffic management expert	A site traffic management supervisor (qualified person) will need to be involved if your event is held on a road. Involve them early in the planning.	<input type="checkbox"/>
Ushers	Provide with seating plan and any specific instructions e.g. VIP's	<input type="checkbox"/>
VIP's	Take good care of them!	<input type="checkbox"/>

Administration and finance checklist

What do you need to get done? It helps to have a team of people with appropriate skills for the tasks involved.

Budget planning	Refer to separate section.	<input type="checkbox"/>
Cash flow	Keep track of the money.	<input type="checkbox"/>
Consents/permits/licenses	Refer to separate section, including APRA (Australian Performing Right Association).	<input type="checkbox"/>
Contracts and confirmation letters/emails	Favour written documentation over phone calls. Be very clear regarding the service/activity, date, time, place and payment in your letters.	<input type="checkbox"/>
Communication	Keep everyone involved informed about the event and what is expected of them. This can be via letter, newsletter, phone calls, emails and/or a website.	<input type="checkbox"/>
Copies of letters and documentation	Ensure copies of important documents are filed.	<input type="checkbox"/>
Contact list	Produce a written master list of everyone involved and also save to cell phone(s) contacts; provide a list of key people and numbers for staff on the day.	<input type="checkbox"/>
Evaluation	Refer to separate section.	<input type="checkbox"/>
Event programme or timetable/schedule or sports draw	Get input from experienced people here as running to time is usually important yet often difficult to predict.	<input type="checkbox"/>
Filing	Have a well organised system for filing electronic and paper copies of important information. Ensure someone other than the Event Organiser is familiar with this system in case of illness or unforeseen circumstances.	<input type="checkbox"/>
Funding and sponsorship	Refer to separate section.	<input type="checkbox"/>
Health and Safety Plan	Refer to separate section.	<input type="checkbox"/>
Insurance	Liability insurance is worth considering for public events.	<input type="checkbox"/>
Invitations	What VIP's, funders, sponsors and groups/clubs/ organisations, should receive an invitation? Consider invites even if the event is free and open to the public.	<input type="checkbox"/>
Marketing and promotion	Refer to separate section.	<input type="checkbox"/>
Meetings	For planning, these may be regular in the lead-up or just before the event. It is a good idea to have a postevent debrief too – this can be a celebration!	<input type="checkbox"/>
Minutes	Meeting minutes are helpful to keep everyone on track with the tasks and to have formal records of decisions.	<input type="checkbox"/>
Payments	Pay all invoices, staff and make all other payments (e.g. volunteer vouchers, Koha) in a timely manner.	<input type="checkbox"/>
Photocopying and printing	Allow plenty of time for set-up, production and delivery (e.g. of certificates or programmes).	<input type="checkbox"/>
Registrations	Allow plenty of time to process.	<input type="checkbox"/>
Site map	You do not need to be an artist but do draw roughly to scale.	<input type="checkbox"/>
Ticket sales	Decide on an outlet or outlets with suitable hours of opening and payment methods.	<input type="checkbox"/>

Equipment and supplies checklist

What things do you need? Borrow or hire as much as possible. When hiring, local providers may be able to support your event by offering a good rate in return for some advertising.

Advertising	Banners, signs and ways of displaying/attaching them.	<input type="checkbox"/>
Activity-specific equipment and supplies, e.g. craft/sports/games	Is the activity leader bringing or do you need to supply?	<input type="checkbox"/>
Arrows/directional signage	Simple laminated arrows and large font signs work well. Duct tape or staple guns do the trick to attach them. Cable ties are invaluable.	<input type="checkbox"/>
Audio-visual equipment, e.g. CD/DVD player/speakers/laptop/screen/projector/adaptor	Check with the performers/presenters and experts regarding what you need to supply.	<input type="checkbox"/>
Awards/prizes/trophies/certificates	Ensure there is sufficient; consider security.	<input type="checkbox"/>
Cash	A float or petty cash and appropriate containers; consider security.	<input type="checkbox"/>
Cell phones/walkie talkies	Sufficient for all the crew. Make sure people know how to operate them.	<input type="checkbox"/>
Computers	Consider security of the computer and the information they contain. DSE sell a lock system with wire rope to attach laptops to a table.	<input type="checkbox"/>
Cooking equipment	As required.	<input type="checkbox"/>
Cones, barriers and rope	As required.	<input type="checkbox"/>
Chairs and seating	As required.	<input type="checkbox"/>
Cleaning equipment	Bring some extra.	<input type="checkbox"/>
Decorations	As required.	<input type="checkbox"/>
Display stands/boards	As required.	<input type="checkbox"/>
Disposable cups and utensils	If water, etc, is available. Consider waste management issues.	<input type="checkbox"/>
Documentation for the day	Checklists, Health and Safety information, list of contacts, evaluation forms and box, registration forms, etc, etc.	<input type="checkbox"/>
Extension cords	Handy to have.	<input type="checkbox"/>
Event kit box	A big box full of stuff you may need is really useful – it could contain clipboards, duct tape, rope/cord, string, staple gun/stapler and staples, pens and markers, hand sanitizer, tissues, disposable gloves, scissors, sellotape, blu-tac, ribbon, sticky labels/nametags, etc.	<input type="checkbox"/>
Fire extinguishers	Sufficient for event size, locate sensibly, e.g. near a BBQ.	<input type="checkbox"/>
First aid kit(s)	Needed when setting up and also in case First Aid staff does not arrive.	<input type="checkbox"/>
Food/snacks/drink	Plenty for all staff and volunteers to keep energy levels up.	<input type="checkbox"/>

Food preparation and serving equipment	Bring all you need if not supplied by venue	<input type="checkbox"/>
Gazebos or EZ-ups/sun umbrellas	Useful in warmer weather. Ensure you have pegs, guy ropes and weights.	<input type="checkbox"/>
Generator/s (and fuel)	Check with the experts in electricity, sound, lighting, etc, whether you need to supply one. Need depends partly on power supply at venue. Consider a back-up generator especially for crucial things like sound.	<input type="checkbox"/>
Information for participants	Maps, brochures or promotional material to hand out or have at the information area.	<input type="checkbox"/>
Keys	To equipment, vehicles, gates, buildings and rooms. Store securely.	<input type="checkbox"/>
Lighting	Use professionals. Use a separate electricity supply to that for the sound.	<input type="checkbox"/>
Marquee(s)	The bigger the more expensive they are to hire. Get the size that works well for your event. You will need a permit if it is over 50m ² in a public place.	<input type="checkbox"/>
Music (recorded)	There are requirements regarding the playing of music in a public place from organisations APRA (Australian Performing Right Association) and PPNZ (Phonographic Performances NZ) that could be worthwhile checking.	<input type="checkbox"/>
Musical equipment/instruments	As required.	<input type="checkbox"/>
Paint (spray can for site marking on grass)	Can be handy. Some spray paint can kill grass. Check with supplier/retailer.	<input type="checkbox"/>
Paper weights	For when outdoor event meets Nor-Wester winds. River stones work well.	<input type="checkbox"/>
Portable heat source	As required. Consider safety.	<input type="checkbox"/>
Portable toilets	Provide adequate numbers. See Resource No 13 of the Planning Resources. Arrange delivery and aim for pick-up immediately after the event – consider potential vandalism issues if pick-up is delayed.	<input type="checkbox"/>
Portable public address/sound system	Appropriate size for venue. Get advice.	<input type="checkbox"/>
Programmes/sports draw/schedule	Ensure there are sufficient copies for anticipated numbers.	<input type="checkbox"/>
Protective clothing	For safety (e.g. fluorescent vests) or simply to stay clean (e.g. overalls, aprons)	<input type="checkbox"/>
RCD (Residual Current Device)	Essential when working with any 240v mains equipment. Power supply is immediately cut off if a power surge is detected. Talk with your electrician.	<input type="checkbox"/>
Road closure equipment	Usually organised by the Traffic Management expert.	<input type="checkbox"/>
Rubbish and recycling bags and bins	Arrange for delivery and pick-up. Encourage recycling as much as possible.	<input type="checkbox"/>
Sack barrow/wheelbarrow/trolley	These are handy and a safer way to move heavy objects.	<input type="checkbox"/>

Sand bags	For when outdoor events meets Nor-Wester winds. Tables and stalls/ marquees can benefit.	<input type="checkbox"/>
Sandwich boards/pin boards	Useful for attaching signage, arrows, results, timetable, etc.	<input type="checkbox"/>
Scoreboard or electronic timing display	As required. Need power?	<input type="checkbox"/>
Security fencing	As required. Sometimes used around sound equipment or stage entry to enhance security and safety.	<input type="checkbox"/>
Signage	Good signage aids directing people to the event itself, entrances and exits, toilets, parking, water, first aid, lost children, etc. Directional arrows are vital. Simple laminated A3 or A4 arrows and bold black and white text is fine.	<input type="checkbox"/>
Stage(s)	Discuss your needs with the hire firm to get the right size.	<input type="checkbox"/>
Stakes, mallet and tape for marking off areas	Safety equipment suppliers have Keep out/danger tape. Electric fence stakes are handy.	<input type="checkbox"/>
Stationery	As required.	<input type="checkbox"/>
Storage boxes/plastic cubes	Good for packing and carting around all the gear you need.	<input type="checkbox"/>
Sun block/shade	The Cancer Society may supply.	<input type="checkbox"/>
Tables (trestle or café)	As required.	<input type="checkbox"/>
Tarpaulins	As required. Handy for art/craft activities.	<input type="checkbox"/>
Tool kit	A must-have. Essential: hammer, screwdrivers, drill, craft knife, screws, nails, pliers.	<input type="checkbox"/>
Trailer	As required. You may need to hire one.	<input type="checkbox"/>
Transport	Are vans or buses needed to encourage people to attend or to assist the less mobile?	<input type="checkbox"/>
Uniforms/staff ID	As required. Bright T-shirts can do the job nicely.	<input type="checkbox"/>
Vehicles	You may need to hire (e.g. a van).	<input type="checkbox"/>
Whiteboards/pens/cloth	Handy for notices/information for participants.	<input type="checkbox"/>
Water container	Something portable that can be filled up to ensure participants' hydration. The wheelbarrow or sack barrow is useful here.	<input type="checkbox"/>

Example budget – Template

INCOME		Detail	Planned	Actual
		Entry fees		
		Other income		
		Grants		
		Sponsorship – cash		
		Sponsorship – other		
TOTAL				
EXPENDITURE				
Promotions	Promotion – poster design			
	Promotion – poster printing			
	Promotion – poster distribution			
	Promotion – signs and banners			
	Advertising – radio			
	Advertsiing – newspaper			
Venue and Equipment	Equipment purchase			
	Equipment hire – stage			
	Equipment hire – marquee			
	Equipment hire – sound			
	Venue hire			
Personnel	Stage Performers, fees			
	Other entertainer, fees			
	Activity leaders, fees			
	MC fee			
	Staff costs			
	Event Manager fee			
Purchase and Donation	Materials for activities			
	Prizes			
	Donation St Johns (First aid)			
	Food and drink for volunteers			
	Volunteer expenses			
Regulatory	Insurance			
	Security			
	Permits – marquee			
	Permits – other			
Admin	Administration – photocopying			
	Administration – word processing			
	Administration – postage			
	Contingency			
TOTAL				
SURPLUS/DEFICIT				

Example budget – Summer Gala

Promotion	\$
Posters and flyers	300
Signage	200
Entertainment	\$
MC and sound	400
Roving entertainer	300
Bouncy castle	150
Local bands	450
Newfie dog rides	150
Accordion society	150
Pipe band	150
Face painting	150
BBQ	100
Donkey rides	200
Spot prizes	100
Lolly scramble	40
Event logistics	\$
Fire truck	200
Generator	60
NZ Couriers stage	200
Portaloos and BBQ's	100
First aid	100
Marquees	600
Miscellaneous	50

TOTAL EXPENSES	4350
TOTAL REVENUE (STALLS)	350
Event Grant	4000

REVENUE LESS EXPENSES	\$0
	=====

Event application form

Please complete this event application form ensuring you fill out all sections. You will receive confirmation of the right to hold your event, as described in this application, within two weeks of receipt of this application. Please note, that depending on the complexity of your event it may take up to six weeks to process.

A Bond may be applied to your event booking to cover the cost of damages to property caused by this event.

Name of the event	
Type of booking (Community, commercial, private individual, etc.)	

Dates/times/venue	
Set up date and time	
Event start date and time	
Event finish date and time	
Site cleared and vacated by date and time	
Location (booked or planned – include address) Note: You are responsible for booking the venue	
<p>Please draw up an event site plan and attach to this application. You may request a site map or floor plan from Selwyn District Council to assist.</p> <p>Your event site plan needs to be detailed and show the location of all temporary structures, toilets, entry/exit points, fencing, rides/entertainment, vehicle entry/exit, parking, first aid, event administration, power supplies, food/beverage vendors, etc. Please include the names of any roads showing on the plan as well. This will be handy for you when you set up on the day.</p>	

<p>Brief description of event (e.g. Event type, why you're holding the event, types of activities involved)</p>	
<p>Anticipated numbers of attendees</p>	
<p>Target audience</p>	

Contact details	
<p>Group/organisation</p>	
<p>Contact person</p>	
<p>Postal address</p>	
<p>Physical address</p>	
<p>Contact details</p>	<p>Business _____ Home _____ Mobile _____ Email _____</p>
<p>Contact person on the day <i>(must be able to affect change on event if requested at short notice)</i></p>	
<p>Contact details</p>	<p>Business _____ Home _____ Mobile _____ Email _____</p>

Entertainment and activities	
<p>Please provide some details about what will be happening at the event</p>	

Parking/vehicles	
<p>Estimated number and type of vehicles on event site during the event</p>	
<p>Anticipated number of parked vehicles</p>	
<p>Where will people attending the event park their vehicles?</p>	
<p>Do you plan to use Parking Marshalls? <input type="checkbox"/> Yes <input type="checkbox"/> No</p>	

NOTE: If you have any concerns about your parking requirements/potential issues phone Selwyn District Council on (03) 347 2800 and ask for the Senior Events Advisor.

Road closure/changes to the road environment

Is a road closure required? ☐ Yes ☐ No

A Traffic Management plan is required if you plan to make changes to the road environment, and must be submitted at least 42 working days prior to the event. The Transportation Asset Engineer will discuss this with you in detail when you make contact.

Name of the traffic management company you plan to use (if known): _____

NOTE: If you intend to make any change to the road environment, including road closure OR if you are not absolutely sure please phone Selwyn District Council on (03) 347 2800 and ask for the Transportation Asset Engineer.

Rubbish and clean up

Do you plan to provide additional rubbish and recycling bins? ☐ Yes ☐ No

If no, please explain how you will manage waste at your event:

There are a limited number of Waste, Recycling and Organic Event Bins available for use FREE of charge from the Selwyn District Council. These are able to be booked via email: event.bins@selwyn.govt.nz.

NOTE: The organiser is responsible for the cleaning up of the venue. The Selwyn District Council's Solid Waste Support Officer can help provide advice for your rubbish and recycling needs. Phone (03) 347 2759.

Toilets

Are there existing toilet facilities at your event venue, and have you been given permission to use them?

☐ Yes _____ (number) toilets are available to use

☐ No

Will you be bringing in extra toilet facilities?

☐ Yes _____ (number)

☐ No (please justify e.g. there are enough existing toilet facilities at the venue)

If no, please justify:

Remember to mark locations on the site plan.

NOTE: A minimum of THREE toilets for an event with 500 people is required and there needs to be accessible facilities.

Smokefree policy

Selwyn District Council has a Smokefree Public Outdoors Policy. This is specific to parks, playgrounds, sports grounds and at Council supported events.

Are you able to support the Smokefree message at your event (e.g. signage – if provided with, PA announcements)?

☐ Yes ☐ No

Public liability insurance

This is generally required if you're inviting the public to attend your event. Talk to an insurance provider or advisor to discuss your event details.

Company: _____ Amount: \$ _____ Expiry: _____

Comments:

Resource consent

Have you applied for resource consent? ☐ Yes ☐ No

NOTE: You may need resource consent, depending upon the nature of the activities, vehicle movements and noise levels. Contact the Duty Planner on (03) 347 2868 or come in to the Council Headquarters in Rolleston and speak to a Planner at the counter to determine what rules apply to your activity.

Regulatory licences

The organiser is responsible for obtaining all appropriate licences before approval for your event can be given.

Which of the following licenses will you require?

Sale of liquor	<input type="checkbox"/> Yes	<input type="checkbox"/> No	Amusement devices	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Sale of merchandise	<input type="checkbox"/> Yes	<input type="checkbox"/> No	Storage and use of LPG	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Storage and use of diesel	<input type="checkbox"/> Yes	<input type="checkbox"/> No	Storage and use of kerosene	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Will you be using Food Vendors?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	Are your Food Vendors registered and current?	<input type="checkbox"/> Yes	<input type="checkbox"/> No

Special effects

Will there be any special effects? (e.g. Fireworks, smoke, noise, lighting etc.)

☐ Yes

☐ No

If yes, please give details:

NOTE: Health and safety certification for fireworks needs to be submitted with this application.

Building consent

Will there be any of the following?

Tents or marquees over 100m²

☐ Yes

☐ No

Platforms or staging over 1m high

☐ Yes

☐ No

Scaffold towers or grandstands

☐ Yes

☐ No

Portable buildings (e.g. Portacoms)

☐ Yes

☐ No

Temporary artwork or other structure

☐ Yes

☐ No

If yes to any of the above, please give details (remember to mark locations on the site plan):

If building consent is required, the application form (Form 2) and information can be accessed from the Selwyn District Council website www.selwyn.govt.nz/property-And-building/building/application-forms-and-check-lists.

NOTE: Allow at least 20 working days in advance of the event to allow the application to be processed.

Health and safety plan

A written Health and Safety Plan is required to be in place.

- ☐ I/we confirm that the hazards, risks and management of these have been explained to us prior to operating in the workplace. I have been supplied with a copy of the Selwyn District Council Health and Safety Plan for this venue.
- ☐ A Selwyn District Council representative has, with the Event Manager, inspected the event location to ensure the venue is safe for our event.
- ☐ I/we confirm that our organisation has a Health and Safety Plan for the event (copy supplied to Selwyn District Council), which complies with the Health and Safety at Work Act 2015, and all other relevant legislation.
- ☐ A Risk Register is kept on site.
- ☐ We will undertake all practicable measures to ensure the safety of all persons whilst operating at this venue.
- ☐ Control measures for hazards and resulting risks are reviewed at intervals appropriate to the running of the event.
- ☐ Someone has been given the role of Health and Safety Officer at our event, and they are trained in Workplace First Aid, as a minimum.
- ☐ For large events (over 500 people) we have additional Health and Safety staff to ensure the health, safety and well-being of all people at the event.
- ☐ An emergency plan designed for our event is in place for dealing with a variety of emergencies, and all staff have been briefed on the emergency procedures prior to the commencement of our event.
- ☐ A Health and Safety briefing will be carried out with staff (including volunteers) prior to each session of the event, and documented.
- ☐ All staff working at the event location have the necessary knowledge and skills to perform their job adequately, or they will be adequately supervised.
- ☐ An accident/incident register is kept at the event. All accidents and incidents will be reported on.
- ☐ Total number of staff/volunteers working at our event is _____

PRIVACY ACT 1993 – The information collected will be used to ensure the effective processing of your application. It may, therefore, be distributed to other Selwyn District Council departments, external agencies and for public notification as required.

I the undersigned confirm that the above information is true and factual. I confirm that I am the authorised person for this matter. I accept there may be a bond requirement associated with this application and booking. I can confirm I have read and understood the conditions and requirements that could apply.

Name: (Print) _____

Signature: _____ Date: _____

If any details, relating to this event application, are altered after the forms are submitted, please advise the Selwyn District Council as soon as possible.

Attach your detailed site plan and any other supporting information and:

Send to: events@selwyn.govt.nz

Or post to: Events
Selwyn District Council
PO Box 90
Rolleston 7643

If you have any questions please call Selwyn District Council on (03) 347 2800.

Venue Bookings: Conditions and requirements that could apply	
Council indemnity and cancellation	The organisers shall absolve the Council from all liability relating to the booking if any unforeseen circumstances arise after the booking has been confirmed.
Nuisance	The organisers will be responsible for the control of any nuisance that may eventuate as a result of the event activities at the event site.
Health and safety	Please ensure that all participants are made aware of their responsibilities under the Health and Safety at Work Act 2015 and that a management plan be developed specific to this event.
Bond	<p>A bond of \$[TBA] may be required for the use for this venue. This bond may be used for any reparation of the area over and above normal wear and tear that may be required as a result of your event activities. Any balance will be refunded directly to you.</p> <p>Please forward this bond to the Selwyn District Council at least 10 working days prior to the booking, as per deposit details provided to you.</p>
Signage	<p>Temporary signs to advertise or promote your event are permitted on the day of the event. Please contact the Environmental Services Unit if further advice is required.</p> <p>Signs are not permitted on telegraph poles, traffic signs, on road reserves or within 50 metres of a controlled intersection (e.g. traffic lights, roundabouts, Stop or Give Way signs).</p> <p>Different rules for signage may apply to NZTA and KiwiRail owned/managed land and reserves.</p>
Public liability insurance	<p>The hirer is responsible for Public Liability Insurance.</p> <p>This is generally required if you are inviting the public to attend your event. Talk to an insurance provider or advisor to discuss your event details.</p>
Food stalls	<p>Anyone selling food at your event is subject to the Food Act 2014. Vendors selling food at your event may or may not be required to register under the Act.</p> <p>Registration is not required if a charity, cultural or community group is selling food less than 20 times per year to raise funds, if they are a sports or social club or marae where food is not the purpose of the event, or if they are selling food once in a calendar year at an event such as a local fair.</p> <p>Please contact an Environmental Services Officer if unsure of anything or for clarification on health@selwyn.govt.nz or phone (03) 365 1667</p>
Rubbish	The organiser is responsible for cleaning the venue after their event. Please phone Selwyn District Council's Solid Waste Support Office on (03) 347 2759 to discuss your rubbish and recycling needs.
Tents and marquees	<p>Any tent or marquee over 100m² will require an Exemption from the need for Building Consent. The application form (form 2) and information can be accessed from the website.</p> <p>www.selwyn.govt.nz/property-And-building/building/application-forms-and-check-lists</p> <p>NOTE: Allow at least 20 working days in advance of the event to allow the application to be processed.</p> <p>Before erecting any tent or marquee on any park or reserve, the location must be confirmed by the Reserves Operations Manager (to ensure damage to irrigation or other services is mitigated against).</p>
Helicopter	Any and all clearances, instructions and limitations imposed by Christchurch Air Traffic Services shall be strictly observed. The helicopter landing site shall be suitably marked, i.e. roped or fenced, including signs as necessary with personnel available to ensure no member of the public strays onto the site during take-off or landing.
Drones	<p>Use of Remotely Piloted Aircraft Systems (RPAS) also known as drones, quadcopters, Unmanned Aerial Vehicles (UAVs) and Unmanned Aerial Systems (UAS), on Council reserves is controlled under the Selwyn District Council Parks and Reserves Bylaw.</p> <p>You will need to apply for permission to operate RPAS on Council reserves by visiting:</p> <p>www.selwyn.govt.nz/recreation-And-facilities/parks-And-reserves/drones/apply-for-permission</p> <p>If you have any questions regarding this please contact: drones@selwyn.govt.nz</p>
Public access	The public cannot be excluded from a reserve, even though an area of reserve has been booked for your activity. Public access must be available, if required.

Consents, permits and licences

Do I need a temporary road closure or a traffic management plan?

Traffic management is required when an event is being held that affects the flow or safety of traffic. You will need a Traffic Management Plan (TMP) if you are planning an event that requires a temporary road closure or the flow of traffic is significantly affected or safety is likely to be compromised without it. This includes footpaths. It may be that the event has a significant enough impact on the road, and road users, that a road closure is required.

Selwyn District Council (SDC) is the road controlling authority for all roads in Selwyn district other than State Highways and is the starting point for a TMP. The TMP must be prepared by a person qualified to do so. There are a number of Traffic Management companies that will do this (note there is a fee involved). Don't be afraid to shop around and to discuss ways of cutting costs (such as sponsorship).

The TMP is to be prepared in accordance with the Code of Practice for Temporary Traffic Management (CoPTTM) by a qualified Site Traffic Management Supervisor (STMS). The TMP will provide details of the sign layout, what equipment (signs, cones, etc.) you need to hire and what staffing is required. It will stipulate that there is a qualified STMS on site. Usually the company or person preparing the TMP will arrange for the signs, etc., as part of the TMP. The STMS is in control of the site and is responsible for ensuring that signs are installed and maintained in accordance with the approved TMP.

SDC approval of the TMP is required, as is public notification of the proposed road closure (i.e. public notices in print media, mailbox drop to affected residents). The process is:

- If you plan to have a road closure and/or think you need a Traffic Management Plan or if you are not sure, call the SDC Transportation Liaison Officer on (03) 347 2800 at least eight weeks prior to the event to discuss your plans and Council requirements.
- If you require a temporary road closure, a request to Council needs to be made in writing with the details on the type of event, date, times, etc. Note: At least 42 days notice of the closure is required to allow for reports to Council, public notification, etc.
- If you need a Traffic Management Plan, you'll need to produce a written proposal of what you plan to do. In addition it is always useful to also provide a map or sketch.
- A Traffic Management company can produce a plan for your event, for a fee.
- Head to a Traffic Management company right away and request that they produce a TMP for you. Take along your written proposal and map as a clear starting point.
- Take the completed TMP to Selwyn District Council for approval. Usually the Traffic Management Company will send the completed TMP to SDC for approval. Just double check with the TMP company before assuming. SDC will send it back to the Contractor once it has been approved (usually within a couple of days of initially receiving it).

Make sure you understand the Plan and ensure you can meet the requirements expected of you (e.g. staffing). The STMS is responsible for the site so you should communicate with them to understand what will happen on the day.

On the day of the event, meet with the STMS when they arrive on site. Bring along your copy of the Traffic Management Plan.

Do I need public liability insurance?

The Insurance Council of New Zealand defines Public Liability insurance as 'insurance that provides legal liability protection from damage to third party property or bodily injury'. Generally if you are inviting members of the public to attend your event you will require Public Liability insurance. This insurance can usually be provided on either a one off or annual basis for community groups that run events. Seek information and advice from your insurance advisor.

Do I need building consent?

There are various instances in which you might be required to obtain an exemption or building consent.

Marquees exceeding 100m² are considered a temporary structure and require an exemption or building consent.

Platforms, stages, grandstands and other structures that are over 1m in height require a building consent however if a truck trailer is used as a stage this does not require a consent.

Unless the type of structure you are planning on having is automatically exempt from requiring building consent under Schedule 1 of the Building Act 2004 then a building consent will be required. If you are unsure or need guidance the staff at Selwyn District Council Building Services (03) 347 2839 can help you.

Application for Exemption/Building Consent – there is not a special form for temporary structures – you need to use the general Building Consent Form to apply for the exemption or consent. Complete the online form at the Selwyn District Council website www.selwyn.govt.nz/property-And-building/building/application-forms-and-check-lists.

It is important to allow plenty of time for the application to be processed – up to 20 working days in advance of your event.

What are the rules about signage?

Signage – Temporary signs are exempt from some permanent sign criteria. However, there are still certain rules which need to be complied with. The sign size rules state that temporary signs (such as advertising an upcoming event) are limited to 1m² maximum in the living zones and 3m² in the rural zones. However if you plan to put a sign on a State Highway there are a number of rules you need to meet, such as the position of the sign, size of lettering and numbers of words and symbols. Reputable sign makers should be aware of the rules, but it is always advisable to contact the staff at Selwyn District Council Planning Inquiries on (03) 347 2868 before you spend money getting a sign made.

Do I need a liquor license (special license)?

If you want to sell alcohol at your event you will need to apply for a Special Liquor License. Applications must be lodged a minimum of 10 days before an event but preferably allow 21 days. A form can be found at www.selwyn.govt.nz/services/licensing/alcohol/off-licence.

Food at events

Everyone working in the food industry has a responsibility to make sure that the food we buy is safe and suitable to eat. The Food Act 2014 (came into force on 1 March 2016) takes a new approach to managing food safety.

All food sold at events must be safe to eat!

If you're selling food to raise funds, or for charity, it must be 'safe and suitable'. That means it must be safe to eat – no one should get sick from eating your food.

In the Selwyn district we expect to see a good level of standards maintained across all equipment, stalls, mobile shops and of course the food at your event.

The different types of food sold at your events will likely come from:

- Food stalls or vendors (i.e. mobile trucks/vans selling burgers, chips, wraps, etc)
- Local club running a sausage sizzle as a fundraising activity or for free
- Local club selling food from its own bar/kitchen facilities
- A local group, club or parents selling homemade baking, jams, preserves, etc
- Caterers

You, or whoever is selling food at your events will either:

- a) Be required to register under the Act
- b) Not be required to register under the Act

Below are some criteria which will help determine whether or not you, or those selling food at your event, need to be registered under the Food Act 2014.

You don't have to register under the Act if you're selling food:

- to raise funds for a charity, cultural or community group less than 20 times a year
- provided by members of sports clubs, social clubs or marae – where food is not the purpose of the event
- once in a calendar year at an event such as a local fair

However, you will have to register under the Act if you're:

- fundraising more than 20 times a year
- catering events at clubs, or selling food at club bars or restaurants
- bartering or exchanging food commercially
- selling food commercially at fairs, markets, or community events more than once a year.

Registration under the Act means that the person, group or business selling food at your event will need to register with:

1. A Food Control Plan (highest risk, audited every year)

2. National Programme 3 (audit every two years)

3. National Programme 2 (audit every three years)

4. National Programme 1 (one-off audit)

Should someone need to be registered, or if you have any questions/concerns over someone selling food at your event and want to check they are registered under the Food Act 2014, you can contact the local Environmental Health Officer by phoning Food and Health Standards (2006) Ltd on (03) 365 1667. Selwyn District Council contracts them to undertake this service for Selwyn.

It is possible that an Environmental Health Officer may visit your event to check on the food stalls. Don't worry, they won't shut down your event, but they will make sure everyone selling and handling food at your event is following best practice. If someone is not, rather than closing a particular food stall they will educate them and ask that they take some action to remedy what they have failed to do to ensure their food is safe to eat. In extreme cases the food stall will be asked to close down and leave the event.

Regardless of whether or not a food stall is registered, all food stalls are subject to the Food Act 2014 and should use the **The Food Safety Checklist (Resource 10)** as this is designed for stall holders to check that they have done everything to ensure their food is safe to eat – make sure everyone gets a copy in advance of the event. You should also give them a copy of **Food Safety Tips – Food Stalls (Resource 11)**.

Further information on registration under the Food Act 2014, and selling food at events can be found at www.mpi.govt.nz/food-safety/food-act-2014.

Smokefree Outdoor Policy – In 2011 the Selwyn District Council approved a Selwyn Smokefree Outdoor Policy aimed at de-normalising smoking in society. This policy provides good role-modelling for our children and young people. When you are planning an event in Selwyn, especially if it's in our parks, playgrounds and other open spaces – play your part and promote smokefree.

Further information can be found at www.smokefree.org.nz.

Motorised amusement devices – (such as Ferris wheels) are required to have a current Certificate of Registration. In addition, operators are required to have a permit. Make sure you check and sight evidence that these documents are current.

Inflatable amusements – (such as bouncy castles or water walkers) also require evidence that they comply with Australian standard AS3533 (part 1 and part 2).

Fires and bonfires – Selwyn is divided into residential (urban area) and rural areas. Different rules apply.

Within the residential areas, you cannot have a bonfire or rubbish fire unless a Resource Consent has been obtained from Environment Canterbury.

Contact ecinfo@ecan.govt.nz or phone (03) 353 9007 for more information.

The rules for rural areas are a bit more complex. You can find out about the fire season status and current fire restrictions on the Selwyn District Council website www.selwyn.govt.nz/services/rural-fire.

For further information contact the Emergency Management Officer at Selwyn District Council on (03) 347 2800 or (03) 318 8338 for the Darfield area or email civildefence@selwyn.govt.nz.

Noise – There are council restrictions in relation to noise. They depend on level and/or duration of the music. Please contact Selwyn District Council Planning on (03) 347 2868.

Toilets – You are required to provide adequate toilets for the number of patrons expected. Access to toilet facilities for people with disabilities is also required. Consider separate facilities for staff, entertainers and other services like First Aid. The age of the attendees and whether or not alcohol is involved will affect the numbers of toilets you need. Portable toilet hire companies can advise on necessary numbers. See also **Toilet Ratios (Resource 12)** in the Event Planning Resources.

Rubbish and its removal – You are responsible for cleaning up the venue. Contact Selwyn District Council's Solid Waste Manager on (03) 347 2841 to discuss your needs – it can be easy and very cost-effective for you to meet these requirements.

Drones

The Civil Aviation Authority introduced new rules for Unmanned Aerial Vehicles, commonly known as drones or quadcopters, which came into effect on 1 August 2015. The rules can be viewed at www.caa.govt.nz

Use of Remotely Piloted Aircraft Systems (RPAS) also known as drones, quadcopters, Unmanned Aerial Vehicles (UAVs) and Unmanned Aerial Systems (UAS), on Council Reserves is controlled under the Selwyn District Council Parks and Reserves Bylaw. This can be viewed at www.selwyn.govt.nz/your-council/bylaws/current-bylaws.

Radio controlled model aircraft (which includes any man made device capable of flight, including, but not limited to aeroplanes,

helicopters, gliders, hang gliders, hot air balloons and radio controlled model aircraft), either battery powered or electric powered may be flown in Council Reserves if they are under 1kg and other conditions in the bylaw are met.

RPAS may not be flown over any land owned, controlled or managed by Council (including reserves, parks and Council maintained public roadway areas) unless prior written permission has been obtained from the Council.

RPAS, UAVs and UAS are not allowed to be used within or crossing Council maintained public roadway areas or any other Council land without the prior written permission of the Council.

If permission is given it will be subject to conditions the Council considers appropriate and will be issued for no other purpose than for the operator to fly RPAS over identified Council land during the time period specified by the user in their application. In formulating those conditions, Council's focus will be on potential hazards and the preservation of the health and safety of users and the public at large during operation of RPAS on Council land. Council will not accept any liability for any action or inaction of the RPAS operator causing loss, damage and/or injury.

To apply for permission you must be 16 years or over, or be supervising someone under 16 operating a RPAS. Council will endeavour to process your request within three business days. Please note that further information may be required to enable Council to process your application.

Applying for permission needs to be done online at: www.selwyn.govt.nz/recreation-And-facilities/parks-And-reserves/drones/apply-for-permission.

If you have any questions regarding the use of RPAS and the application process you can email the Selwyn District Council on drones@selwyn.govt.nz.



Food safety checklist – Food stalls

Stall holder name _____

The following checklist is provided for you to use as an easy reminder of what you will need to provide on the day of the event. Please keep it on hand at your stall so that inspection time can be kept to a minimum.

Please note: It is requested that you read and implement the Ministry for Primary Industries Food Safety Guidelines for Food Stalls, please. You will find this information on Google NZ. Just ask 'MPI – Food Safety for Food Stalls' and it will pick up the document.

Hands	Yes	No	n/a
20+ litre container of fresh water with a tap (or similar)			
Hot water			
Bucket for disposing of used water			
Soap – liquid soap in a pump dispenser			
Paper towels			
Wet wipes			
Alcohol hand sanitiser gel			
Disposable gloves			
Separate people for taking money			
Sufficient sets of food tongs			
Cleaning and Utensil Washing			
Second bucket or bowl			
Detergent			
Washing up brush			
Tea towels – have plenty			
Wiping up cloths – have plenty			
Cleaning products for wiping surfaces – including bleach or sanitiser			
Waste oil is stored and disposed of correctly			
Clothing			
Clean aprons – you may need more than one per person			
All staff wearing clean clothes/uniform			
Hair covering or hair tied back			
People and Stalls			
All staff know where hand-washing facilities are located and are reminded to wash hands			
No staff have had vomiting and/or diarrhoea within past 48 hours or other infectious disease			
Staff reminded not to eat or smoke at stall			
Essential services (lighting, gas, electrical) are in place			

Temperature Control – COLD	Yes	No	n/a
Chilly bins with lids			
Portable refrigerator at site			
Sufficient ice or ice packs			
All readily perishable foods in chilled storage			
Thermometer to check temperature (optional but recommended)			
Cold food stored below 5°C			
Frozen food is stored as frozen solid			
Temperature Control – HOT			
Suitable and efficient heating facilities			
Stirring spoons and serving utensils			
Thermometer to check temperature (optional but recommended)			
Special care taken to ensure all poultry is cooked properly			
Food Protection			
All food off ground			
Food in covered containers			
Any prepared food for display wrapped			
Tables and surfaces clean or covered			
Food shaded from sun			
Clean towels and wiping cloths			
Keep food on display covered			
Rubbish			
Rubbish containers			
Lids/covers			

Food safety tips – Food stalls

Selling food from a stall – food safety tips

People who manufacture, package, prepare, store, handle or sell food from stalls are subject to food safety laws. They will need to meet the requirements of the Food Act 2014. With some exceptions they will need to register their food activities.

It is illegal to sell food that is not safe. Safe food means that the food is unlikely to cause or lead to illness of, or injury to, the consumer.

The purpose of these food safety tips is to provide information to people who want to sell food from a stall (e.g. at a market) meet their food safety requirements. More information is in 'Selling food from a stall – a guide to food safety regulation.'

Further help is available from your local council where you operate your stall.

A handy definition when selling food from a stall

Readily perishable food – food that needs to be kept at certain temperatures (e.g. below 5°C or above 60°C) to minimise the growth of harmful microbes that can be present in the food. Food that meets both of the following criteria is considered readily perishable:

- the food may contain microbes that need to multiply in order to cause illness; and
- the food will support the growth of harmful microbes.

Foods that are readily perishable include:

- raw and cooked meat or foods containing raw or cooked meat, for example delicatessen foods, meat pies
- dairy products and foods containing dairy products, for example ice cream and dairy-based desserts
- raw and cooked seafood and foods containing seafood
- processed fruits and vegetables, for example salads and unpasteurised juices
- processed foods containing eggs, rice, pasta, beans, nuts or other protein-rich food, for example quiche and soya bean products
- foods that contain any of the above foods, for example sandwiches and wraps
- food that must be kept under temperature control to prevent toxins forming, for example, scombroid fish (such as tuna, kahawi, mackerel) that need to be kept chilled after capture to when they are cooked to minimise the formation of histamine.

Hygiene tips at stalls

Stall construction

Anyone operating a stall needs to ensure that it is constructed to help keep food safe.

Construction will need to take into account the type of food sold and what will protect it from contamination from:

- the elements;
- people and other activities at the stall;
- people and activities at adjoining stalls; and
- customers at the stall.

Where food is prepared or is sold unwrapped the construction will need to provide a greater level of protection (eg cover, sides) than where pre-packaged ambient temperature food is sold.

Surfaces directly in contact with packaging or food should not contaminate it and be:

- in good condition;
- free from potential wood/metal/rust splinters/things that could contaminate food; and
- impervious (waterproof) and able to be cleaned (and sanitised if needed).

Stall facilities

A stall-holder needs to provide facilities and equipment at the stall to help keep food safe.

Hygiene

Where unwrapped readily perishable food is handled or prepared facilities at the stall should enable:

- people handling food to wash and dry their hands;
- equipment and food surfaces to be regularly cleaned; and
- a supply of drinkable water is needed for hand washing and cleaning.

A stall selling pre-packaged food or fruit and vegetables or one offering taster samples for pre-packaged food may be able to use instead:

- hand-wipes at the stall and on-site services (e.g. those provided at a market)
- a spillages kit at the stall, and on-site services to deal with emergency cleaning.

It may be possible to clean the stall and equipment elsewhere (e.g. using facilities provided at the stall's home base) if a sufficient supply of clean equipment, utensils etc. are provided when trading and the local council finds the arrangement satisfactory.

Food temperature control

The operator should provide enough equipment at the stall when:

- cold food needs to be kept cold (e.g. no more than 5°C)
- frozen food needs to be kept frozen solid
- food needs to be cooked thoroughly
- hot food needs to be kept hot (e.g. above 60°C).

Good practices with chilled foods

Regularly check refrigerated/chilled food to make sure that it remains below 5°C.

If you don't have a portable refrigeration unit to transport or store chilled food use a chilly bin with a plentiful supply of cold slicker pads or ice to keep food cold. Replace thawed pads or ice.

Display chilled food out of direct sunlight. Use a refrigerated or chilled display that keeps food below 5°C. Alternatively display a sample of the food and serve customers from stock held below 5°C.

If readily perishable food is above 5°C:

- Harmful microbes can grow quickly to large numbers when the temperature increases. Food may spend short periods at temperatures above 5°C, e.g. when transferred between chilled storage, transport and display and when used eg as an ingredient. This total time should not exceed two hours.
- For two hours or less, chill it to below 5°C immediately.
- For more than two hours or when the length of time it has been at this temperature is unknown, throw it out.

Put out small amounts of samples/tasters and regularly replenish them. Use-up the 'old' samples before the new ones. Regularly replace used/dirty containers with clean ones.

Food transport, storage and display

Food can face microbial, physical and chemical hazards if not transported, stored or displayed properly. A stall operator needs to use practices that will keep food safe. Readily perishable food kept between 5°C and 60°C could make people ill.

Transport food to a stall:

- keeping uncooked food apart from cooked or ready-to-eat food;
- using clean, covered containers that are kept in good condition; and
- keeping parts of vehicles used to carry food clean and free from things that could contaminate it.

Store and display food at a stall:

- off the ground;
- protected from the elements, windblown dust, birds, pests and pets;
- in clean wrapping, or in a display cabinet or in a clean, covered container, particularly if it is ready-to-eat; and
- using equipment that is kept in good condition.

Operating the stall

People

Safe food starts with people that handle it and who understand and follow good hygiene practices. Providing ready access to facilities will help them to do this.

- People who have cold or flu symptoms or who have had sickness or diarrhoea within the previous 48 hours or anyone with sores/lesions on their hands, neck or head should not be involved in preparing or handling food.
- Always wash and dry your hands thoroughly before handling or touching food, especially after going to the toilet, handling rubbish or pets, etc.

- Gloves don't replace hand washing and don't stay clean. If you use them change them between activities, e.g. after handling uncooked food and before handling ready-to-eat food. Thoroughly wash and dry your hands when replacing gloves.
- Wear clean overclothing, e.g. an apron, when handling unwrapped food to protect the food from becoming contaminated by everyday clothing.
- If possible have someone handling money who is not handling unwrapped food.
- Make sure that everyone involved with food understands how to handle food safely and hygienically. This might involve some simple training in good practices and supervision until they get it right.

Preparing and handling food

Harmful microbes can be transferred to food during preparing and handling that could make people ill.

Where there is unwrapped food at the stall:

- always wash hands before touching food and follow good hygiene practices (see 'People' section);
- use clean utensils (e.g. tongs) whenever possible to handle unwrapped food;
- keep readily perishable food either chilled (e.g. no more than 5°C) or hot (e.g. above 60°C);
- keep food covered to protect against contamination;
- regularly clean surfaces and equipment used for food, or change them and use clean replacements;
- use clean wrapping and packaging materials that do not taint or contaminate food – take care if reusing food packaging; and
- keep washed containers clean and check them for any contamination before using.

Cleaning and maintenance

Keeping working areas and equipment clean and in good condition prevents the build-up of harmful microbes and chemicals which could contaminate food and make people ill.

- keep the stall, food surfaces and equipment clean, including any surfaces used for food preparation, storage and display, food containers and utensils used for food;
- regularly clear rubbish from the stall and storage areas and dispose of it so that it does not attract pests; and
- keep the stall, food surfaces, containers and other equipment in a good condition. Replace surfaces and equipment that becomes cracked, damaged or broken.

Food composition and labelling

It is important that customers know what they are about to buy. Anyone who sells food from a stall is responsible for meeting the composition and labelling requirements of the Australia New Zealand Food Standards Code (the Code). Consumers must not be misled by information provided with food.

Food labelling needs to be in accordance with Code, and requirements include:

Pre-packaged products need to have information in English (it's OK to have other languages as well) on a label on the package that is clear enough to read and includes:

- an accurate description of the food;
- the name and address of the manufacturer or supplier (in New Zealand or Australia);
- quantity marking (e.g. net weight);
- appropriate date marking;
- a statement of ingredients; and
- nutrition information (if required).

Information on a label is very important as it helps food to be traced if anything goes wrong.

Labels must also provide, if appropriate:

- any specific standard that the food has to meet;
- warning and/or advisory statements for certain ingredients, and
- instructions for storage and use.

Unpackaged foods are exempt from most labelling requirements but a stall-holder needs to be able to tell a customer, if asked, what the ingredients are.

Customers with allergies will want to know what is in food. Foods that most frequently cause allergic reactions include cereals, shellfish, eggs, fish, milk, nuts, sesame seeds, peanuts, soybeans, sulphites, wheat and bee products such as royal jelly, pollen and propolis.

It is important that a stall-holder can tell them whether unpackaged food that is not labelled contains:

- any allergen as an ingredient of the food; and
- whether any allergens might have come into contact with the food during processing and packaging. This might happen if preparation surfaces and equipment have been used with other foods that contain allergens.

- Food sold from a stall for the sole purpose of charitable or community fund raising event for no personal gain, (such as at a school gala or church fete) does not need to be labelled, but a stall-holder must be able to tell a customer, if asked, what ingredients are in the food.
- Some things cannot be added to food, while others can only be added in small amounts (e.g. colours and preservatives). Anyone using food additives should check with the Code to see whether there are any limitations.
- The composition of some foods is regulated (eg certain constituents of fruit juices, the pH of bottled fruit and vegetables, the amount of milk fat in ice cream, that iodised salt must be used in baking bread). Anyone making food should check with the Code for any regulation that applies.
- Food must not be mis-represented (e.g. by saying it is home-made when it comes from a supermarket, or a product of NZ when it has been imported, or containing a higher proportion of a main ingredient than it does).

The Food Standards Code can be accessed at:

www.foodstandards.govt.nz/code/pages/default.aspx

A guide to whether food needs labelling, and what needs to be on a label is at:

www.foodsafety.govt.nz/elibrary/industry/nzfsa-food-labelling-guide/

Organic food

Organic food needs to meet the same safety and suitability requirements as any other food sold in New Zealand. It must also meet the same labelling and composition standards.

Information about selling organic produce in New Zealand can be found at:

www.foodsafety.govt.nz/industry/sectors/organics

Toilet ratios

Maximum Attendance	Hours of event (+25% for alcohol being served)				Male	Female
	2 hours	4 hours	6 hours	8 hours		
500	3 (+1)	4 (+1)	4 (+1)	4 (+1)	40%	60%
1,000	4 (+1)	6 (+2)	7 (+2)	7 (+2)		
2,000	8 (+2)	11 (+3)	13 (+3)	14 (+4)		
3,000	12 (+3)	16 (+4)	18 (+5)	20 (+5)		
4,000	16 (+4)	22 (+6)	25 (+6)	27 (+7)		
5,000	20 (+5)	27 (+7)	31 (+8)	33 (+8)		
10,000	39 (+10)	54 (+14)	62 (+16)	66 (+17)		

Marketing and promotion

Go tell everyone

The purpose of promotion is to convey information, develop awareness of and create interest in your event. You want people to know about it and plan to be there! It is important to match the type of promotion to the audience and the budget.

There are pros and cons of every type of promotion. Anything that's free is worth a try as long as you're not spending hours on something that will not be read by your target audience. Consider how to best combine several methods to amplify the effect e.g. a free article in local newsletters/newspapers, online promotion, advertising, plus a sign at the event site.

Working closely with a community organisation improves your chances of promotion. For example, if you are helping to raise funds for the local school at your event you will have a ready-made audience, especially if you get good school support. They may promote it by putting it in school newsletters or by having the children paint posters to display in local shops.

Also remember that marketing and communications are professional skills that people spend years learning and keeping up with trends. If you can afford it, shop around to get some professional help.

Online promotions

Remember to add your event on free directories to advertise your event including www.ccc.govt.nz and www.eventfinda.co.nz. Have a go at using social media like Twitter and Facebook, and consider sending out email updates about the event. There are possibilities for sponsors or supporters to put your event information on their own websites (and you can do the same).

Media/press release

A media release is a good way for the media to find out about your event. Reporters see lots of these every week and may decide to write a story about your event in advance, or come along to the event (maybe with a photographer) to cover the story. It therefore needs to be well written and your best bet is to either precede or follow up with a telephone call to talk through why your event is news!

- Head it up as a media release, along with the date it is sent.
- Use an interesting and active headline, try to keep the headline under five words.

- State who is hosting the event, what it is, where and when it's happening.
- Include if it is free to attend or what the cost is, and if people need to book or register in advance including how they can do this.
- Think about who you want to attract to the event and what activities will be happening that they would enjoy, and summarise what these will be.
- Use clear, straightforward language that reflects the tone of the event (e.g. lively, fun).
- Keep it brief.
- Include an interesting quote from a key person involved.
- Get it proof-read by someone with good writing skills to ensure information is correct and there are no spelling or grammatical errors.
- Put contact details (name and phone number including cell phone/event day contact) at the bottom.

An example of a **Media Release (Resource 13)** and a list of **Media Contacts (Resource 14)** will help with publicity of your event. You should aim to send your media release out about three weeks before the event to get into local papers.

Flyers, posters and advertising tips

Flyers and posters can be a cheap and effective way to promote your event. Advertising in community newspapers or on local radio can be effective for what you might spend, if you carefully select the medium to ensure the people who you want at your event will see or hear it.

- Provide key information only: Title of event; what will happen; when (day, date and time); where (include address details if location is not well known); other important information, e.g. entry cost and key attractions that will be there.
- Include sponsors' logos.
- Use a professional designer if you can afford it.
- Less is more – a photo or symbol is usually better than lots of words.
- Get it proof-read by someone with good writing and editing skills to ensure information is correct and there are no spelling or grammatical errors.

The table below outlines the various pros and cons of the many different types of promotion.

PROMOTION TYPE	COMMENTS
TV e.g. 1 News; Breakfast; Newshub	<p>Provides a large audience.</p> <p>Can target sectors of the population via timeslots and channels.</p> <p>Can be repeated.</p> <p>Paid advertising is very costly.</p> <p>High competition for space.</p> <p>Longer timeframe.</p> <p>TVNZ Breakfast are worth approaching to see if they are interested in covering local events. Breakfast TV will look for something interesting happening at breakfast time when considering whether to cover a story.</p>
Radio – choose the right one for your audience	<p>Option of some free or low cost community information slots.</p> <p>Wide audience.</p> <p>Allows repetition.</p> <p>Takes time to prepare and schedule the advert.</p> <p>Cost is usually more than community newspapers.</p> <p>Can extend to involvement of the promotional vehicle.</p> <p>Commercial slots are short (15, 30 or 60 seconds) so can only convey basic information.</p> <p>Radio stations are expensive if you want to attract a Selwyn audience as you will pay to reach the Canterbury region, but can be worth considering if you want to attract people from Christchurch and Canterbury to your event.</p>
Newspaper advertisements	<p>Wide readership potential.</p> <p>Usually a short booking time.</p> <p>Repeated advertising is costly.</p> <p>Talk to paper about combining ads with editorial content (e.g. running your media release or the paper writing a story).</p>
Press releases/ editorial	<p>Can be free.</p> <p>High credibility.</p> <p>No guarantee it will get in – more likelihood if the event has a point of difference/news value if you have an established relationship with the media or you are taking paid advertising in that publication.</p> <p>Having interesting photos increases likelihood the story is published and also makes people more likely to read the story.</p>
Newspaper or radio community notices	<p>Free or cheap.</p> <p>Readers/listeners are often looking at activities to participate in.</p> <p>Wide readership potential.</p> <p>Short booking time.</p> <p>Credible.</p> <p>Targeting limited.</p> <p>Will potentially be among many similar listings.</p> <p>The Council may list community events in their weekly publication in a local paper. To submit an event email council.call@selwyn.govt.nz two weeks before your event. Keep the event listing brief.</p>
Community Notice Boards	<p>Often lots of location options available.</p> <p>Accessible to most of the community, but people don't necessarily have the time to stop and read notices.</p> <p>Free.</p>

PROMOTION TYPE	COMMENTS
Signage (temporary)	<p>Potential wide exposure.</p> <p>Location is important.</p> <p>Include essential information; good design adds to appeal and readability.</p> <p>Include sponsor logos.</p> <p>Can be in place for several weeks.</p> <p>Can act as a constant reminder.</p> <p>Attracts both locals and passers-by.</p> <p>Professional signage is advisable but can be costly – especially if a structure needs to be built to place it on.</p> <p>Resource consent might be required, check the rules with Council before getting signs made.</p> <p>Can be re-used (with minor changes) if stored well.</p>
Posters	<p>Include essential information but not too many words.</p> <p>A strong photo or drawing will attract people to look at the poster. Good graphic design is advisable but can be costly.</p> <p>Include sponsors logo.</p> <p>Relatively inexpensive to produce – can choose smaller sizes to save money. Consider digital printers as a less expensive option for smaller print runs.</p> <p>Many options for display – shop windows (if the owner gives permission); indoors; outdoors. Some venues do not have space for large posters so consider the appropriate size.</p>
Flyers	<p>Gives people the basic information about your event without incurring a large cost.</p> <p>Can distribute via letter-box drops, info stands or counter tops.</p> <p>Distribution company costs are relatively inexpensive or your volunteers could do this.</p> <p>An interesting, colourful design makes it more likely people will read the flyer.</p> <p>Can be lost among the multitude of junk mail.</p>
Word of mouth	<p>Talk to key individuals and groups in your community.</p> <p>Free.</p> <p>Face to face communication improves the credibility of your event.</p> <p>Ask whether they can help to promote your event.</p> <p>Can be time consuming.</p> <p>When information is not written down it can be conveyed incorrectly. Best to accompany word of mouth with written material such as flyers/posters.</p>
Community Group/ Club/School newsletters and bulletin articles	<p>Free.</p> <p>Credible.</p> <p>Can target sectors of the population.</p> <p>Information can get muddled unless you provide it yourself, in writing.</p> <p>Remember space is often limited so keep it short.</p>
Websites	<p>Event listing websites include</p> <p>www.eventfinda.co.nz</p> <p>www.ccc.govt.nz</p> <p>Free.</p> <p>Easy to submit information.</p> <p>Will help to reach a Canterbury audience, but should not be the only way to promote the event to residents.</p> <p>Not everyone has a computer.</p>
Social media	<p>Social media is becoming increasingly well used, especially among the under 40s.</p> <p>Most popular types of relevant social media are Facebook, Twitter and YouTube.</p> <p>Free.</p> <p>Accompanying Facebook posts with pictures makes it more likely people will read the post.</p> <p>For Facebook you can set up your own event page or contact local page owners and ask if they can share information on your event.</p>

Media release

(Insert date issued)

Bring the Family to Rolleston

(Insert venue name) Domain will be a great place to head to on Saturday 26 January, whether you are a local resident or a city-dweller.

The (insert event name) Summer Gala, to be held from 11am–3pm, features a mixture of entertainment, market stalls, competitions (including the Nature's Energy Gumboot Throw) and lots of great activities. To entertain the children there will be kites to fly, ponies to ride, a magic show, a bouncy castle and much more, all for free!

Take a break from the activities by enjoying a picnic lunch or a sausage from the BBQ and sit back to enjoy the great variety of entertainment on the stage. This country-style Gala only happens every two years, so don't miss a great chance to join in the fun!

Organised by a group of local residents from (insert organisers), the Gala is funded by (insert sponsors name) with support from (insert supporters names).

For more information contact (insert a landline and mobile phone contact).

Resource 14

Media contact list

Selwyn Times (District wide, weekly)

Reporter – Devon Bolger

Phone: (03) 364 7438, 021 914 742

Email: devon.bolger@starmedia.kiwi

Advertising – Lynette Evans

Phone: 021 222 7831 Email: lynette.evans@starmedia.kiwi

Ellesmere Echo (Ellesmere Ward, fortnightly)

Contact – Kath Mentink

Phone: (03) 741 2206, 021 109 3470

Email: theellesmereecho@gmail.com

Lincoln Community News (Lincoln, monthly)

Contact – Anne Cochrane

Phone: (03) 325 2052 Email: prepress@lincolnprint.co.nz

Advertising – Mary

Phone: (03) 325 7006 Email: mary@bns.co.nz

Malvern News (Malvern Ward, weekly)

Contact – Lucinda Jarvis

Advertising – Chevonn Walker

Phone: (03) 318 7451 Email: admin@malvernnews.co.nz

The Record (Malvern, Rolleston, West Melton and surrounding areas, weekly)

Reporter – Mike Isle

Phone: 027 491 2758 Email: mike.isle@integrity.nz

Advertising – John Pickworth

Phone: 027 525 8189 Email: johnp@nsmm.co.nz

Rolleston News (Rolleston, weekly)

Contact – Lucinda Jarvis

Advertising – Chevonn Walker

Phone: (03) 318 7451 Email: admin@malvernnews.co.nz

Rolleston Review (Wider Rolleston area, 2 monthly)

Phone: (03) 347 8240 Email: rollyreview@gmail.com

West Melton News (West Melton area, monthly)

Contact – Tracy Caunter

Phone: (03) 342 4074 or (03) 347 9580

Email: westmeltonnews@yahoo.co.nz

The Press (Wider Canterbury Region, daily)

Contact – Steven Johnson

Phone: (03) 943 2874, 027 435 7785

Email: steven.johnson@press.co.nz

Selwyn App (District-wide app)

Contact – Jonathan Leask

Phone: 027 642 4366 Email: jonathan@selwynapp.nz

Note: Every endeavour has been made to ensure this list is accurate, but contacts within media do change from time to time so it is advisable to check with an alternative information source.

Health and safety

Keeping it safe – Risk management

When running an event it is your responsibility, through the guiding principle of the Health and Safety at Work Act 2015 (HSWA), to ensure that workers and other persons are given the highest level of protection against harm to their health, safety, and welfare from event risks as is reasonably practicable. This includes protecting staff, volunteers, performers, participants, the general public, contractors, etc.

The HSWA came into law on Monday 4 April 2016, and with that came some changes to our understanding of Health and Safety. What we want to achieve in this section of the guide is to provide you with some basic understanding of your requirements under the Act, and some tools to satisfy the hazards and risks associated with event planning. By no means is this guide intending to provide you with an extensive one stop shop to solve your health and safety issues – you should seek professional advice as well as using this guide and related resources.

Further support can be obtained from Worksafe NZ – www.business.govt.nz/worksafe

Before we get started however, there is some terminology that you need to understand:

Duty holders	A duty holder is a person who has a duty under the HSWA. There are four types of duty holders that have work-related health and safety duties: <ol style="list-style-type: none">1. PCBU's2. Workers3. Officers4. Other persons at workplaces
PCBU	Person Conducting a Business or Undertaking .
Workers	Individuals who carry out work in any capacity for a PCBU.
Officers	Persons who occupy a specified position or who occupy positions that allows them to exercise significant influence over the management of the business or undertaking.
Others or other persons	These terms are referred to often when reading and talking about the HSWA, and generally means anyone and everyone other than the worker.
Duty of care or duties	Moral and legal obligation to ensure the safety, health and/or well-being of workers and other persons.
'So far as is reasonably practicable'	The primary duty of care requires the PCBU to ensure health and safety 'so far as is reasonably practicable', or in other words, if it is reasonably able to be done.
Hazard	Something from a business or undertaking that is an actual or potential cause of harm, including an object, activity or event.
Risk	The possibility that death, injury or illness might occur when exposed to a hazard.

A couple of additional concepts that you should be aware of:

Coverage is broad	HSWA applies to nearly all work in New Zealand. There are some exceptions, for example, activities undertaken by the military.
Business and working relationships are covered	All types of business and working relationships are covered (e.g. principal, or event manager, and a contractor).
Focus on work	Most duties under the HSWA relate to the work being carried out and how it can affect workers and others, but there are certain duties that relate to the physical workplace.
Focus on both work-related illnesses AND injuries	Whoever creates the risk manages the risk. Health and safety work risks need to be managed, and this means giving consideration to potential work-related health conditions and injuries.

PCBU (Person Conducting a Business or Undertaking)

If you are a PCBU then you have a duty under the HSWA to ensure, so far as is reasonably practicable, the health, safety and wellbeing of workers, and that other persons are not put at risk by its work. A PCBU may be an individual (e.g. sole trader) or an organisation (e.g. business entity such as a company). In most instances it will be an organisation.

The terms 'business' and 'undertaking' have not been defined in the HSWA, but according to Work Safe NZ these terms mean:

- activities with the intention of making a gain or profit (business), or
- activities that are non-commercial in nature (undertaking)

That basically covers almost everything you do!

So, when is someone not a PCBU? Essentially, you are not a PCBU if you are a volunteer association or a home occupier or workers and officers in the business or undertaking.

The key thing to understand here is that, if you are an organisation or individual and you DO NOT EMPLOY anyone to carry out work for you, then you are not a PCBU. As soon as you (individual or organisation) employ someone to carry out work for the individual or organisation then you are a PCBU.

Below is a table with examples of what a PCBU is and is not.

Examples of PCBUs	People and Organisations that are not PCBUs
A business in the form of a limited liability company	Volunteer associations
Sole trader or self-employed person	Home occupiers who employ or engage someone to do work around the home
A limited partnership	Persons to the extent they are solely a worker or an officer in the business or undertaking
A partner in a partnership	Statutory officers to the extent they are officers or workers in the business or undertaking
A entity created by legislation (e.g. statutory body such as a university)	Other persons declared by regulations not to be PCBUs for the purposes of the HSWA or any provision of the act

Event risk management

Whether or not you are a PCBU, you will be required to put in place a Risk Management Plan with Risk Register as part of your planning to ensure the health, safety and wellbeing of workers and other persons at events.

Here is an interesting point. If you are a volunteer association holding an event on Council land, it is the Council who will be held accountable. Essentially the buck stops with Council. However, if there is negligence on your part as an event organiser, you too will be held accountable.

A key phrase to remember when you are trying to determine who is responsible is this:

'Whoever creates the risk, manages the risk!'

Key aspects of your event risk management that need to be considered include (but are not limited to):

- Moving vehicles
- Bodies of water (i.e. ponds)
- Crowds/security
- Evacuation
- First Aid
- Lost children
- Slippery surfaces
- Electricity and electrical devices
- Fire
- Food contamination
- Rubbish
- Toilets
- Weather

The best way to do this is to identify the hazards associated with your event and plan to overcome them. Remember, a hazard is anything that can actually or potentially cause harm. Effective risk management is about being proactive as well as reactive.

An Event Health and Safety Plan should consist of:

1. A Risk Register
2. An Emergency/Accident Procedures Plan.
3. It may also include other information and forms including but not limited to:
 - a. a copy of the Health and Safety Act
 - b. important phone numbers
 - c. an incident/accident form
 - d. a site plan

The Risk Register is a useful tool. It is a form where you list all the actual and potential hazards, the risk of that hazard causing harm and how you plan to manage these. It requires attention to detail and it helps to have the input of several people and use examples from other events and activities to guide you.

As you identify the hazards and include them in your Risk Register you will need to determine the likelihood of that risk occurring, how it will be managed, what controls are in place to manage it, who is responsible and then sign and date that all steps, so far as is reasonably practicable, have been taken.

To determine the likelihood of a hazard causing harm you should use a Risk Matrix. This puts the likelihood of something happening against the severity and consequence of that something to give you a Risk Score.

Likelihood x Severity/Consequence = Risk Score

You can manage the risk by:

- Eliminating (e.g. event postponed if strong 'nor west wind threatens)
- Minimising (e.g. volunteer to enforce safe play guidelines for the bouncy castle)

Your controls should be what actions you are taking to Eliminate or Minimise hazards from causing harm (i.e. injury, illness, death).

Next, and perhaps the most important step, is to do something about everything you have identified in the Risk Register. Someone needs to sign and date against each hazard to prove that the controls are in place.

An example of a **Risk Matrix (Resource 15)**, blank **Risk Register Form (Resource 16)**, and a completed basic **Risk Register Form (Resource 17)**, should be used to get your health and safety planning under way.

You can also find blank copies of another Risk Register Form on the WorkSafe New Zealand website www.business.govt.nz/worksafe.

Here is an example of how hazards can be broken down into a number of categories:

- Environmental effects
- People
- Electrical, sound and lighting
- Staging and structures
- Accident and health emergencies
- Waste management
- Set-up/pack down
- Traffic management and parking
- Vehicles participating
- Activities
- Security
- Crowd Control
- Stallholders/vendors
- Staff/contractors/volunteers
- Emergency procedures
- High risk
- Miscellaneous/site specific

While this may seem excessive it can be useful to help pinpoint some areas that you otherwise may have overlooked and is well worth reading.

The second part of the Risk Management Plan, the **Emergency/Accident Procedure Plan (Resource 18)**, is equally as important as Hazard Identification. This clearly states what needs to happen in the event of an emergency and/or accident.

All workers and contractors at your event need to have a copy of the Risk Management Plan so they are aware of potential hazards and of how to respond in an emergency.

On the day of the event it is wise to have a health and safety briefing and whiteboard at an information desk/area listing the more major potential hazards. An MC can also refer to these, and for example, remind parents (kindly) that it is their responsibility to take care of their children.

If you do have an accident or incident, you are obliged by law to fill in an **Accident/Incident Reporting Form (Resource 19)**. This can also be found on the WorkSafe New Zealand website www.business.govt.nz/worksafe.

Make sure you have some of these with you at the event. Hopefully you will not need one.

Risk matrix

Likelihood	Potential Consequences				
	Minor (First aid)	Important (Medical treatment)	Serious (Time off work)	Major (Serious harm)	Catastrophic (Fatality)
Almost Certain (It will happen often)	5	10	15	20	25
Likely (It will happen sometime)	4	8	12	16	20
Possible (Could occur sometime)	3	6	9	12	15
Unlikely (Foreseeable but unlikely)	2	4	6	8	10
Rare (Very unlikely to occur)	1	2	3	4	5

Unacceptable
Mitigatable
Acceptable

Risk register – Blank

Event: _____

Activity: _____ Date: _____

HAZARD	RISK	Pre Risk Score	Eliminate Minimise	CONTROLS	Post Risk Score	Responsibility (name)	Check completed (date/sign)

Risk register – Example

Event: Have A Go Day – Rolleston

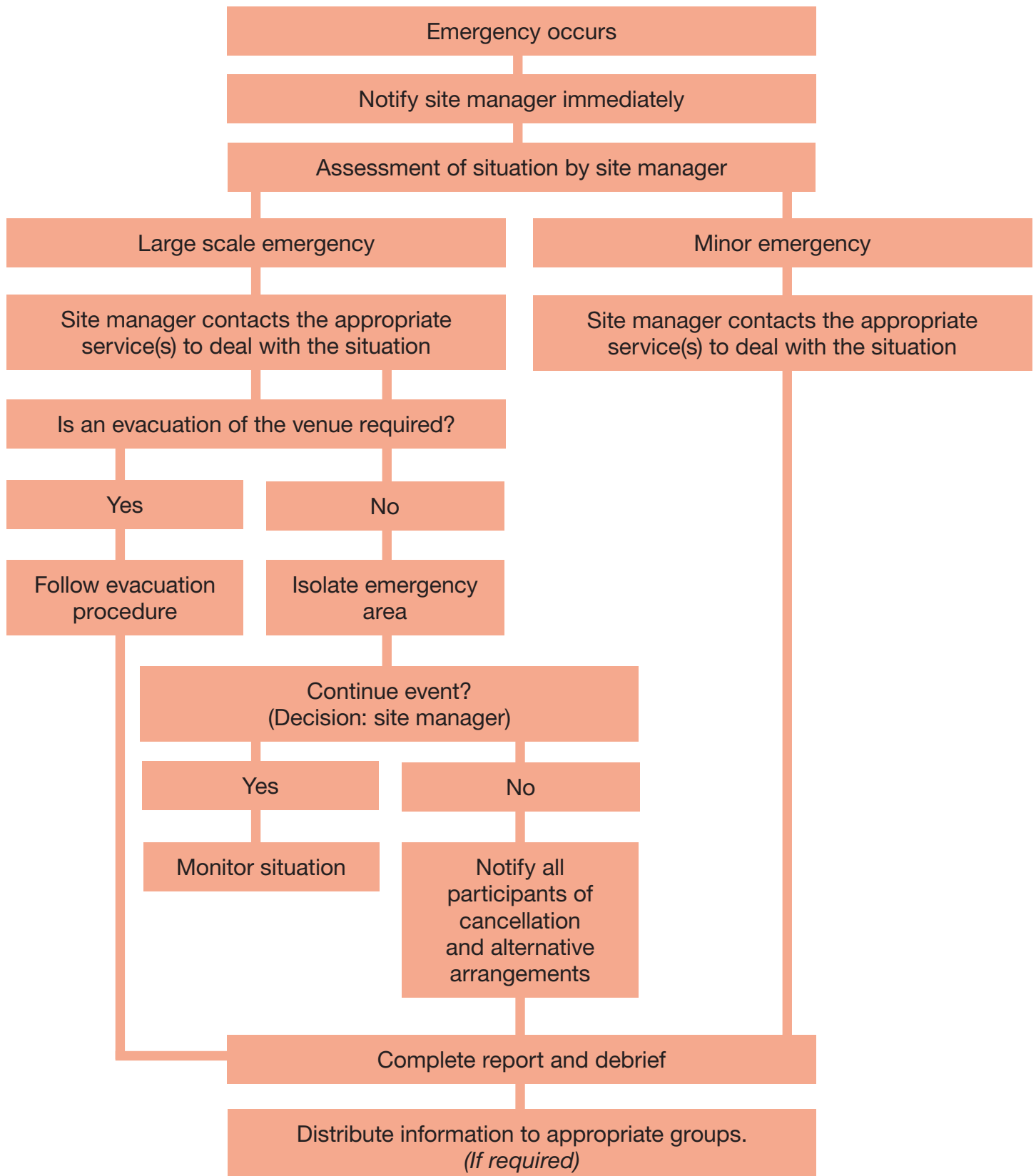
Date: Sunday 14 August 2016, 10am–5pm

HAZARD	RISK	Pre Risk Score	Eliminate Minimise	CONTROLS	Post Risk Score	Responsibility (name)	Check completed (date/sign)
Earthquake, Fire, other major event	Injury, death, significant damage to buildings	15	M	Stop, Drop and Hold in an Earthquake and listen to all staff and event management instructions RCC Management have emergency evacuation procedures in place and will brief Event organisers Emergency exits are clear and accessible Follow instructions of staff/management and designated warden Mobile phones charged and working	5		
Major medical event (i.e. heart attack, stroke, etc)	Hospitalisation, injury, death	15	M	Trained First Aider on site is identified (i.e. Hi-Viz vest, or by briefing) Mobile phones charged and working, and contact list available Defibrillator available on site and located on site plan First aid kit available, appropriately stocked and with designated first aider Emergency access available, clear, and identified on site plan	10		
Any Emergency	Injury or death	15	M	ProMed Ambulance is on site to attend to all incidents and accidents (minor or major)	6		
Any Incident/ Accident at an activity	Injury	9	M	Activity provider to tends to incident accident in the first instance If First Aid is required ProMed will be called for Event Manager must be notified Event Manager to complete incident accident form and later enter into vault	4		

Emergency/accident procedure flow diagram

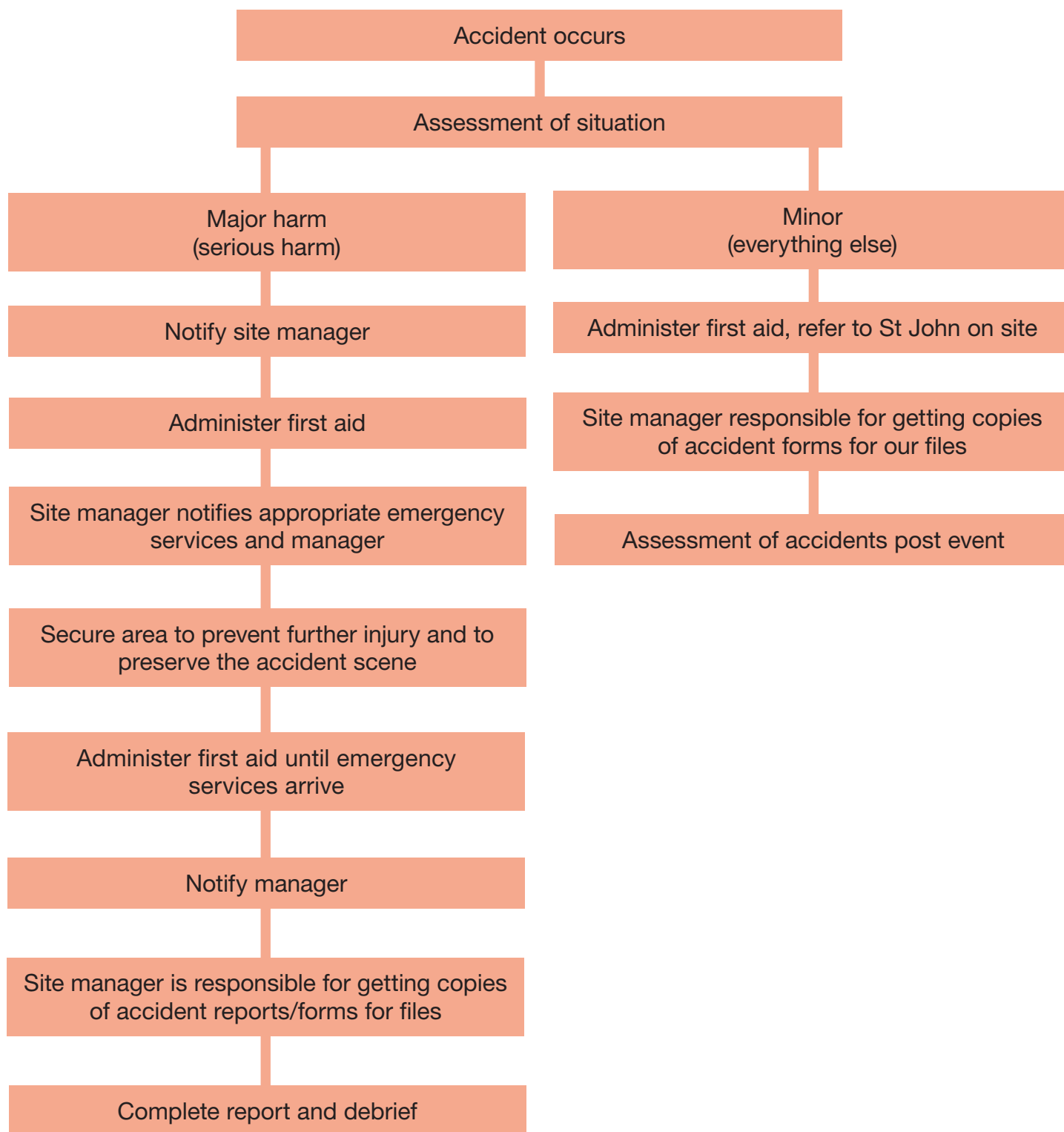
A. Emergency procedure

In case of an emergency the following steps will be followed



B. Accident procedure

In case of an accident the following steps will be followed



Accident reporting form

This form can also be completed online or downloaded at
www.business.govt.nz/worksafe



FORM OF REGISTER OR NOTIFICATION OF CIRCUMSTANCES OF ACCIDENT OR SERIOUS HARM

Required for 25(1), (1A), and (3)(b) of Health and Safety in Employment Act 1192. For non-injury accident, complete questions 1, 2, 3, 9, 10, 11, 14 and 15 as applicable.

1. Particulars of employer, self employed person or principal:
 (business name, postal address and telephone number)

2. The person reporting is:

☐ an employer ☐ a principal ☐ a self-employed person

3. Location of place of work:

(shop, shed, unit nos., floor, building, street nos. and names, locality/suburb, or details of vehicle, ship or aircraft)

4. Personal data of injured person

Name _____

Residential address _____

Date of birth _____ Sex (M/F) _____

5. Occupation or job title of injured person:

(employees and self-employed persons only)

6. The injured person is:

☐ an employee ☐ a contractor (self-employed person)
☐ self ☐ other

7. Period of employment of injured person:

☐ First week ☐ 1–6 months ☐ 6 months–1 year
☐ 1–5 years ☐ Over 5 years ☐ non-employee

8. Treatment of injury:

☐ None ☐ First aid only
☐ Doctor but no hospitalisation ☐ Hospitalisation

9. Time and date of accident/serious harm:

Time _____ am/pm

Date _____

Shift _____ Day _____ Afternoon _____ Night _____

Hours worked since arrival at work _____
 (employees and self-employed persons only)

10. Mechanism of accident/serious harm:

☐ fall, trip or slip ☐ heat, radiation or energy
☐ hitting objects with part of body ☐ biological factors
☐ sound or pressure ☐ chemicals or other substances
☐ being hit by moving objects ☐ mental stress
☐ body stressing

11. Agency of accident/ serious harm:

☐ machinery or (mainly) fixed plant
☐ mobile plant or transport
☐ powered equipment, tool, or appliance
☐ non-powered handtool, appliance, or equipment
☐ chemical or chemical substance
☐ material or substance
☐ environmental exposure (e.g. dust, gas)
☐ animal, human or biological agency (other than bacteria or virus)
☐ bacteria or virus



12. Body part:

- ☐ head ☐ neck ☐ trunk
☐ upper limb ☐ lower limb ☐ multiple locations
☐ systemic internal organs

13. Nature of injury or disease:

(specify all)

- ☐ fatal
☐ fracture of spine
☐ other fracture
☐ dislocation
☐ sprain or strain
☐ head injury
☐ internal injury of trunk
☐ amputation, including eye
☐ open wound
☐ superficial injury
☐ bruising or crushing
☐ foreign body
☐ burns
☐ nerves or spinal chord
☐ puncture wound
☐ poisoning or toxic effects
☐ multiple injuries
☐ damage to artificial aid
☐ disease, nervous system
☐ disease, musculoskeletal system
☐ disease, skin
☐ disease, digestive system
☐ disease, infectious or parasitic
☐ disease, respiratory system
☐ disease, circulatory system
☐ tumour (malignant or benign)
☐ mental disorder

14. Where and how did the accident/serious harm happen?

(If not enough room attach separate sheet or sheets.)

15. If notification is from an employer:

- (a) Has an investigation been carried out? ☐ Yes ☐ No
 (b) Was a significant hazard involved? ☐ Yes ☐ No

Signature and date

Name and position

(capitals)



The event

Getting it all done – timelines, tasks, spreadsheets and more

There are so many aspects to planning an event that it can be tricky keeping track of who is doing what, when, and what still needs to be done. There are a number of tools and examples that can be useful.

Task Timelines – Having a clear timeline on paper can help ease your mind and focus your attention on getting the basics sorted early on. **Resources 20, 21 and 22** provide you with a few examples. Looking through the **Event Checklists (Resources 3–6)**, may help you get many of the required tasks listed on your timeline.

There are a number of project management software applications in the market where you make up Gantt charts, critical paths and iPad applications such as Trello. However, you can also do a lot with a simple Excel sheet or even a Word table. There are many variations but the most simple consists of 3 columns containing:

- a) The list of tasks to be done.
- b) The names of the person responsible for the task.
- c) The date the task is due to be completed by.

Some of your tasks are likely to have a lot of smaller tasks that make up the whole – it's up to you how you keep track of all of those. The reality is that you can end up spending a whole lot of time making lists and preparing spreadsheets but you probably need to be spending most of the time doing the tasks, so only use a tool if it is helpful and time efficient.

If you do get behind schedule, consider finding additional resources (i.e. more volunteers) or reallocating of resources, or drop non-critical tasks.

Run sheet

This can be a life-saver because it is a plan that shows in chronological order what is meant to happen on the day of the event. It saves you having to remember. Write it for a fictional situation where you are unable to make it at the last minute and someone else has to run the day for you, armed with your (**Resource 23**). It could include:

- Time
- Task/activity
- People involved
- Person responsible
- Location

All the staff and volunteers involved in the event should have access to a copy, or have their own.

Site plan

It is important to spend some time carefully considering the **Site Plan (Resource 24)** or layout of the event. Consider factors such as:

- Visibility – of main attractions, toilets, information desk, etc
- Crowd congestion – at arrival and exit points; around the main attractions/activities
- The flow between the attractions/activities

A Site Map is necessary and helpful for staff and service providers. It should include such things as:

- Structures, eg marquees, stages
- Entrances and exits
- Vehicle access paths
- Parking (including disabled parking)
- Food and liquor outlets
- Sales tables
- Seating/sitting area
- Info desk
- Lost children
- Location of various activities

It does not need to be entirely accurate or to scale, and you can draw it by hand. It helps to have a copy of the venue layout (building or the park) to use as the basis for your plan. It is helpful to visit the venue while designing your event site plan as it provides a better perspective when determining your layout.

Notes for the MC

If you use a Master of Ceremonies they will appreciate some direction on what they need to say. They may need to make mention of VIP's and sponsors, announce the programme for the day and provide information on Health and Safety. If you give them a script as a basis you will know that the important points get said. An MC will often read word for word, so make sure your notes read well, are brief, and get the message across. **Resource 25** gives an example of **MC notes**.

Staff – schedule/job list

As mentioned earlier, the staff that you will have helping on the day are likely to be the entire planning team as well as other volunteers and helpers. Communicate in advance of the event what is required of them, and arrange a meeting on the day before everyone arrives. Write up a schedule listing the roles/responsibilities of each person and send to them in advance of the event so that everyone is clear about what they need to do. This can be a cut and paste of the run sheet. **Resource 26** provides an example of a **Staff Schedule**.

Staff – taking good care of them

Make sure you have allowed staff to take regular breaks throughout the day and that they have good access to food and drink – supplying them with lunch and snacks and water is a good idea as they will feel appreciated and you know they will be full of energy fuelled by your healthy food!

Event organisers survival tips

Do as much of the equipment pick-ups etc. early in the week and keep the day before the event free – just in case something pops up that needs attention.

Don't allocate yourself any particular role – you will be busy just seeing that everyone else is doing theirs, that all the suppliers have arrived and that everything is going according to plan.

Make up an On the Day folder with all the key information and forms like the site plan, run sheet, contact phone numbers, staff schedule, MC notes, health and safety plan and the accident reporting form. Keep it with you, along with your cell phone with the volume set to maximum.

Have copies of all the key information at the info desk or somewhere everyone knows where to find them if need be. Keep a water bottle and snacks on you to keep yourself fuelled. Take some time to be one of the crowd – simply enjoying the event and getting the feel of it from a participant point of view. Smile, be happy and enjoy – that way the rest of your team will too!

Evaluation – how well did we do?

You need to evaluate the event to:

- Find out if you met your event objective.
- Find out how people heard about the event.
- Find out what participants liked and didn't like.
- Get an idea of how many people took part.
- Get information to help with planning the event next time.
- Provide feedback for funders and sponsors.

Ways to evaluate

- Observe participants
- Collect informal comments and compliments
- Have a feedback survey form to hand out at the event
- Do casual interviews with participants

There is a generic **Survey Form (Resource 27)** that can be used as a starting point for developing your own survey. Make sure it reflects the event itself and asks the right questions to give you the specific information you need. Use appropriate language for the audience – eg a questionnaire for children could have smiling or frowning faces. Gather the forms together and tally up the results. It helps to also work out what percentage of participants filled in the form.

You can create a survey with the help of online survey tool Survey Monkey www.surveymonkey.com. Survey Monkey will even collate the results for you.

Remember that there are other people to get feedback from too. Talk with the staff, the sponsors, the stallholders, suppliers and other people that were involved in making the event a success and ask them questions around their experience. What worked well for them? What could be improved? Would they want to be involved again next year?

To get a good response from your survey you may want to offer a prize. Those who participate in the survey are eligible for the prize draw.

After the event

Once the event is over remember to:

- Pay the accounts and the staff.
- Send out any results and information required by the media.
- Hold a debriefing session with all the key people – perhaps make this a celebration lunch meeting with the planning team.
- Send out reports to the sponsors and key organisations.
- Write thank-you letters to volunteers and others involved.
- Ensure adequate records are kept for running the event again.
- Reflect on your success and give yourself and your team a pat on the back for having done a great job!



Timeline – Event plan

Date of event: _____

Event name: _____

Nine – 12 months prior to event

Date to be completed by: _____

- ☐ Establish the organising committee and appoint Event Co-ordinator.
- ☐ Decide on event date, check websites (e.g. www.ccc.govt.nz) for possible clashes with other events.
- ☐ Book venue and consider what Council permits may be required (if any).

Four – six months prior

Date to be completed by: _____

- ☐ Draw up event budget.
- ☐ Develop marketing plan.
- ☐ Approach potential sponsors.
- ☐ Identify what equipment is required (e.g. marquees, trestles, stage) and make bookings.
- ☐ Identify what people resources are required and begin recruiting and allocating tasks.
- ☐ Book entertainers.
- ☐ Draw up job descriptions.

Two – three months prior

Date to be completed by: _____

- ☐ Place event on websites (eventfinda and ccc.govt.nz).
- ☐ Organise and finalise Consents and Permits/Licences with Council.
- ☐ Draw up staff roster.
- ☐ Update budget - on-going.
- ☐ Finalise event programme.
- ☐ Confirm marketing plan: first media release.
- ☐ Ensure all groups are aware of Council regulations and have necessary permits, e.g. food vendors.

One month prior

Date to be completed by: _____

- ☐ Notify/invite local residents.
- ☐ Staff briefing.
- ☐ Write up Health and Safety Plan.
- ☐ Second media release, place ads in local publications.
- ☐ Confirm cancellation/postponement procedure.
- ☐ Visit site and visualise where everything could be. Ensure there will be ease of access to site for emergency vehicles, ensure toilets are handy. Consider location of water and power.
- ☐ Erect signage on site.
- ☐ Notify local Police and invite Community Constable.
- ☐ List other equipment and small purchases as required (craft supplies etc.).
- ☐ Arrange distribution of fliers and posters.

Two weeks prior
Date to be completed by:
<input type="checkbox"/> Chase up on all equipment needed – reminder phone-calls, organise pick-ups where necessary. <input type="checkbox"/> Write notes for MC. <input type="checkbox"/> Reminder phone-calls for various people involved (e.g. contractors, hire equipment, entertainers etc.). <input type="checkbox"/> Order lunches/food for staff. <input type="checkbox"/> Purchase miscellaneous items as required. <input type="checkbox"/> Draw up site plan and send to all those involved with event. <input type="checkbox"/> Invite local news media to cover the event. <input type="checkbox"/> Develop staff schedule for the day and forward to event staff. Keep yourself free of having to do any specific tasks once the event has commenced.
One week prior
Date to be completed by:
<input type="checkbox"/> Write an On the Day (what's happening when) Plan. <input type="checkbox"/> Write list of what to take: whiteboards, evaluation forms, duck tape, sunblock, First Aid kit etc. (refer to equipment check list). <input type="checkbox"/> Pick-up or arrange delivery of any non-perishable sponsors products.
Day before the event
Date to be completed by:
<input type="checkbox"/> Keep this day free of tasks to do, as you will need it for trouble shooting and for dealing with any hassles that arise! <input type="checkbox"/> Visit site; become familiar with where everything will be if you haven't already done so. <input type="checkbox"/> Pack everything from list in the van/car.
On the day of the event
Date to be completed by:
<input type="checkbox"/> Give yourself a generous amount of time to set up. You need to be on site organised, with the site plan clearly visualised well before the contractors arrive. <input type="checkbox"/> Don't rush! <input type="checkbox"/> Arrange for pick up of any sponsors products – remember purchase ice and bring chilly bins if needed. <input type="checkbox"/> Arrange for pick up of lunch food – pack in chilly bin with freezer-pads. <input type="checkbox"/> Write up event programme on whiteboard. <input type="checkbox"/> Ensure that everyone is in place according to site plan or on-the day alteration of site plan! <input type="checkbox"/> Ensure staff are taken care of, fed and happy. <input type="checkbox"/> Have fun!
After the event
Date to be completed by:
<input type="checkbox"/> Return things hired and borrowed. <input type="checkbox"/> Arrange final details of payment for staff and bills. <input type="checkbox"/> Write up evaluation report with recommendations for next event. <input type="checkbox"/> Event debrief.

Country Fair event timeline

August	<ul style="list-style-type: none"> · First planning meeting · Set up sub committees 	<ul style="list-style-type: none"> · Confirm committee · Book domain
September	<ul style="list-style-type: none"> · Seek sponsorship · Book entertainment · Confirm MC · Trade stalls 	<ul style="list-style-type: none"> · Newsletter · Book sound system · Craft stalls · Expos/seminars
October	<ul style="list-style-type: none"> · Seek sponsorship · Entertainment confirmed · Stage booked · Apply for promo funding 	<ul style="list-style-type: none"> · Newsletter · Sub committees to advise of equipment and staff needs · Promo strategy confirmed · Book equipment
November	<ul style="list-style-type: none"> · Sponsorship confirmed · First aid booked · Rubbish bins booked · Expos/seminars confirmed · Liquor license 	<ul style="list-style-type: none"> · Newsletter · All games confirmed · Sponsors logos available · Book EFTPOS
December	<ul style="list-style-type: none"> · Trade stalls confirmed 	<ul style="list-style-type: none"> · Newsletter
January	<ul style="list-style-type: none"> · Programme and fliers ready for printing 	
February	<ul style="list-style-type: none"> · Craft stalls confirmed · Billboards up · Media release · Staff roster confirmed 	<ul style="list-style-type: none"> · Newsletter · Mail drop · Fliers out
March	<ul style="list-style-type: none"> · Big event · Evaluation · Newsletter 	<ul style="list-style-type: none"> · Debrief · Thank you letters sent
April	<ul style="list-style-type: none"> · Event tidy up · Marquees booked · Newsletter 	<ul style="list-style-type: none"> · Date set for next year · Tally up

Garden Gala timeline

Date	Task	Done	Who
August	Organise summer student workload		L
September	Book Cancer Society shade structures – confirmation in folder		L
Sept	Finalise Date with Riccarton House – 19 February Postponement date 20 Feb – confirmation in folder		L
Sept	Organise Promotion in Summertimes/Be There		L
Sept	Book MC – CM – confirmation in folder		L
Sept	Promotion Plan due		L
Sept	Draw up Health and Safety Plan		L
Sept	Contact Leisure Clubs re Garden Gala date – email sent 17 September 2008		L
Sept	Liaise with sign maker arts re changing billboard dates on 2008 sign.		L
Sept	Liaise with walking group re Devonshire teas/muffins/slices on the day. Info required for brochure printing		L
Late Sept	Send letter/email to local schools to see if interested in performing at the event. Follow up with call in early November. Do this early and find out if there are clashes with sports days etc.		L
Sept	Book stage (book for rain date as well)		L
Sept	Have all contractors letters and invitations of interest to participate in event info ready for late October mail out		L
Late Sept	Book in some contractors early – Marquees, ETS, MC, First Aid		L
Late Sept	Initial email with Diabetes Life		L
Late Sept	Initial email to Avonhead Church re footcare		L
Late October	Distribute invitations of interest to older adults groups/organisations/performers to be involved in day – include rego form and MC notes form		L
November	Book events gear		L
Late Oct	Hire a van for the week of the event		L
17 Nov	Follow up with call – local schools to see if interested in performing at the event.		L
Nov/ December	Site Visit – arrange with Riccarton House ranger, John. Take maps.		L/Student

Date	Task	Done	Who
Nov/Dec	Draft Site Plan		L/Student
Nov/Dec	Organise photographer		L
Dec	Send out confirmation letters to stall holders/performers to groups that reply up until December		L/Student
Dec	Posters and Flier printing due		L
Dec	Have envelopes stuffed ready for 10 January mail out of promo material to non participating and participating community organisations		Student
Dec	Have all follow up correspondence completed for mail out mid Jan		Student
Dec	Draft Schedule		L/Student
20 Dec	Re-send invite to participate if required/or phone call?		L/Student
Dec	Event info for Residents Assoc groups December/January/February		L
19 Dec–5 January	Away		
Early Jan	Organise catering		L
Early Jan	Letter to Health Associations to advertise in newsletters – Heart Foundation, Asthma, Cancer, DHB, Diabetes, Sport Canterbury		Student
Jan	Follow up on Media Release to go out Approx 5 February		L/Student
Mid Jan	Final cut off date for Community Groups performing at event		Draw up schedule
20 Jan	Send confirmation letters to stall holders/performers and include promo material and remind about returning MC notes info if they haven't already		L/Student
26 Jan	Poster and flyer mail out to service centres, libraries, health agencies, local GP surgeries, local churches		L/Student
26 Jan	Organise volunteer staff and duties for the day		L/Student
26 Jan	Invite guests (Community Board). Leave invite in pigeon holes re all upcoming events		L/Student
26 Jan	Confirmation/reminder email to MC – CM		L
2 February	Confirmation letter/phone/email to contractors – update contacts for the 'on the day' contacts – name and phone		Student
5 Feb	Remind sign writer to erect sign at park by 9 February		L

Date	Task	Done	Who
7 Feb	Generic letter to local residents informing about event – labels and letter already done. Needs to be posted		Student
7 Feb	Re-visit stage schedule and draft up stall holder positions		L/Student
7 Feb	Finalise community groups participating and programme for have-a-go and entertainment. Contact groups personally and confirm times		L/Student
Feb	Have PO and grant payment forms ready		L/Student
7 Feb	Confirm School performers by phone/email involvement if any		L
5 Feb	Final Site Plan sent out to groups and contractors involved (call/email contractors) with info sheet		L/Student
9 Feb	Collate MC Notes as they come in and email them to CM		Student
9 Feb	Email ETS with power requirements with map – who needs power		L
9 Feb	Final Site Plan send out to parking marshals – St Christopher's		L
10 Feb	Prepare participant evaluation and photocopy – clip boards, pens		Student
10 Feb	Prepare community group evaluation and photocopy		Student
10 Feb	Prepare laminated signage for stalls – located in filing cabinet		Student
12 Feb	Purchase volunteer food and other bits and pieces (prizes) etc.		L
12 Feb	Email staff duties start times for the day		L
17 Feb	Prepare event Info sheet and photocopy just prior to event		Student
17-18 Feb	Pick ups		Students
19 Feb	Event		
20 Feb	Drop offs – Clean up		Students
24 Feb	Letter of thanks to community groups		L
24 Feb	Process group grant payments/POs/visa payments		Student/L
25 Feb	Prepare report		L/ASO

Resource 23

Run sheet

Cultural Event – Timeline for the day

Time	Task	Time	Task continued
7.15am	Weather call	11.30am	Event security arrive
7.30am	Cultural groups can ring (insert phone number) for weather call confirmation details		Sound ready – sound testing
8.30am	Set-up of stage, marquee and electricity begins		Bouncy Castle erected
9.30am	Electricity running		First Performance groups arrive (give music to Sound Technicians)
9.45am	Marquees erected	11.45am	Stage Managers on site
10.00am	Stall holders arrive to set up	12 noon	EVENT COMMENCES
10.15am	Rubbish bins delivered	4.00pm	EVENT CONCLUDES
10.30am	Stage put together	4.10pm	CULTURAL STALL HOLDERS PACK UP
11.30am	Port a Loos arrive	4.30pm	Marquees taken down by contractors
	MC arrives (11.30am-ish)		Event security departs
			Portaloos collected
		4.30pm	Stage ready for dismantling
		5.00pm	Collect up rubbish bins and bags

Resource 24

Music on the Green – Site plan

An example of a site plan from the Music on the Green event.



MC notes - Community Centre Open Day

Announcements:

- **Toilets:** Located inside the Community Centre building – turn left inside the main doors.
- **First Aid:** Trained First Aid staff are roving the event; if anyone needs attention go to the Information desk.
- **Lost children, lost property, any questions:** Head to the information desk.

Things happening today:

- Exhibitions and sale of works by local pottery and art groups
- Have-a-go pottery
- Displays, information, open classrooms, and demonstrations galore (refer to participants sheet for more specifics)
- Lots of stalls to stall your hunger and thirst!
- The opening of the Creek enhancement project (12pm)
- Rangers sausage sizzle at lunch-time
- Primary School Choir and Kapahaka group performing (12.30pm)
- Demonstrations outside: Zen Do Kai Karate (1pm – info being given to you); Dancetech Dance school (1.30pm)
- Demonstrations inside: Sahaja Yoga (12.30–3pm)
- South Island writers – (info being given to you) hourly readings; story-writing – be part of a continual story.

Especially for kids:

- Mickey's Happy Train
- Face painting
- Bouncy Castle
- Balloons
- Orana Park animals
- Fire Engine
- Candy floss and other goodies at the stall
- Lots more besides!

Sponsors and supporter List:

- Community Board
- Community Centre Society
- IMS – First Aid
- Just Water

Thanks also for their participation:

- All the community groups present today
- The regular tenants of the Community Centre
- The Pottery Group and United Artists for their exhibitions

Hazards and Safety Guidelines:

- Traffic is the biggest hazard – please take care crossing the roads around the Community Centre
- Ensure you wear sunblock (there is some at the info desk if you've forgotten) and a hat, and seek the shade when you can.
- Ensure you have enough to drink (Just Water located by the entrance to the Community Centre building)
- Please stay away from Mickey's Happy Train when it is moving around the grounds.
- Watch out for things you might trip up on – electric cables, small children etc etc.

Please stay away from/take care around:

- The BBQ hotplate (unless you're the cook!)
- The sound desk area and stage – unless you're invited!

Please note:

- Take shoes off and obey the rules of the Bouncy Castle
- Listen to the rules for riding the Happy Train

HAVE FUN!

Cultural event staff schedule

Staff	Phone number	Duties	
K		7am	Set up/set up hose for water
		12–4pm	Roaming, etc/information tent
		4–5.30pm	Pack down
L		7am	Set up/meet and greet/hazard tape on trees
		12–4pm	Roaming, etc/information tent
		4–5.30pm	Pack down
M		7am	Set up/meet and greet
		9.15am	Stallholder signs on tables and signs on bins
		12.15–2.30pm	Workshop manager (12.30pm start)
		2.30–4pm	Evaluations/information tent/check rubbish bins are being emptied
		4–5.30pm	Pack down
B		7am	Set up/meet and greet – set up tables, etc. Fill water containers for face painters and water table. Set up display unit.
		12–2.30pm	Evaluations/information tent/check rubbish bins are being emptied
		2.30–3.30pm	Workshop manager
		4–5.30pm	Pack down
H		7.30–11.00am	Set up
		11.30am–2pm	Stage manager
LA		9.15–11.30am	Place stallholder signs on tables and signs on bins.
		11.30am–4pm	Stage manager
		4–5.30pm	Pack down
S		1–2pm	Collect stallholders money
		2–4pm	Evaluations/information tent
		4–5pm	Pack down
G		9.30–11.30am	Help with traffic into stall areas, assist stallholder set up. Clear cars off arena by 11.30am.
J		10am–12pm	Help with traffic into stall areas, assist stallholder set up. Clear cars off arena by 11.30am. Information tent and evaluations.
A plus volunteers		10–11.30am	Help with morning traffic, assist stallholder set up.
		12–5pm	Rubbish pick up during and after event.
Car parking		9.30am–4.30pm	8–10 x car park marshals
MC		11.30am–4pm	MC

Stage Managers: First manager to liaise with each group, collect music and pass onto sound technician. 2nd manager stay near stage to instruct groups on and off stage. Both try and keep the groups to the timetable. Inform MC if any delays. Find out about any other requirement early (e.g. more microphones, no microphones etc) and let Second sound guy know as soon as possible. Each group performing on the main stage will be introduced by the MC.

Workshop Manager: Liaise with each group at site. Assist with music and small CD player. Keep groups to the timetable and encourage crowd participation.

First Aid/Accidents/Incidents: St Johns are on site. There is also a first aid kit at the tent. If there are any major incidents or complaints, please refer them to K.

Wet Weather/Cancellation: Weather call will be made at 8am. Both will leave a message on their work phones to confirm if event is cancelled. L (insert phone number)/K (insert phone number). You can also call L (insert phone number) or K (insert phone number) on their cell phones.

Event Photographer: DB will be on site. If any other media approach you, please direct them to K.

Participant Survey

Event Name: _____

Thank you for attending this event. Your feedback will help us to improve it for the future. Your replies will be anonymous and confidential.

Section One: Questions about the event

How did you find out about this event? (Tick boxes)

☐ Word of mouth

☐ Brochure/poster

☐ Newspaper or other media _____

☐ Other? (Tell us how) _____

What did you think about? (Please tick)	Very Good	Good	Satisfactory	Poor
The event generally	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The performers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The venue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The promotion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The entry fee	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

We value your feedback, is there anything else you would like to comment on?

Would you tell your friends/family about it?

☐ Yes

☐ No

Would you come back again?

☐ Yes

☐ No

Section Two: Some questions about you. Your answers will help us work out who attended the event.

Are you: ☐ Male ☐ Female

What age group are you in?

☐ 0-19

☐ 20-39

☐ 40-59

☐ 60+

What town/area do you live in? _____

Ethnic group you identify with (Tick more than one box if you wish)

☐ NZ European

☐ NZ Maori

☐ Pacific

☐ Asian

☐ Other

Thank you for taking the time to fill out this survey. Please return it to the drop box on the information desk.



Selwyn District Council

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