

Albury Wodonga Regional Cancer Centre Trust Fund Inc.



FUNDRAISING EVENT GUIDELINES (large events)

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1. Introduction

Congratulations! You have made the decision to organise an event in Albury-Wodonga with the purpose of raising much-needed funds for the Albury Wodonga Regional Cancer Centre. This in itself is admirable and you are to be congratulated on your initiative.

The Albury Wodonga Regional Cancer Centre Trust Fund is extremely grateful for your support of this very worthy local cause and we have put together this manual to provide appropriate guidance when organising an event. The process can be daunting and overwhelming but hopefully this guide will assist you to make the experience as enjoyable and rewarding as possible.

So good luck! Happy reading and we look forward to partnering with you on the event journey.

2. Albury Wodonga Regional Cancer Centre background

Cancer has touched almost everyone in one way or another. Whether it has been ourselves who have fought and survived, or we have watched as family, friends or colleagues have travelled through the cancer journey. The good news is that although widespread, there are more and more people beating a cancer diagnosis through improved levels of care.

In an extraordinary example of 'people power,' members and supporters of the Albury Wodonga Cancer Foundation lobbied for many months for an integrated cancer centre to be built in our region. They met with state and federal government representatives, generated significant media interest and obtained 17,000 signatures on a community petition.

The Border Mail
www.bordermail.com.au

YES!



**CONFIRMED: BORDER WINS
FIGHT FOR CANCER CENTRE**

In May 2011, the Federal Government announced it would fund the development of a \$65 million Albury Wodonga Regional Cancer Centre (AWRCC). The Victorian Government contributed a further \$5 million towards its fit out. The new integrated centre opened in September 2016, giving our residents access to cancer services that are among the best in Australia.

3. Albury Wodonga Regional Cancer Centre facilities

The Albury Wodonga Regional Cancer Centre features the most modern cancer treatment facilities of the day. It has brought cancer services together under one roof offering a place to educate, support, research, diagnose and treat all forms of cancer.

The heart of the regional cancer centre is those who staff it - permanent cancer professionals with the skills we need in Albury-Wodonga. Walk through landscaped gardens to the nearby Albury Wodonga Patient and Carer Accommodation Centre and we finally have the facilities we deserve.

The Albury Wodonga Regional Cancer Centre includes:

- 30 inpatient beds;
- 30-chair day chemotherapy facility;
- Three radiotherapy bunkers;
- 17 medical and allied health consulting rooms;
- An education and training facility;
- A Wellness Centre;
- Two paediatric treatment chairs connected to the current paediatric unit;
- A PET/CT scanner facility on the Albury Hospital site;



- A brachytherapy service; and,
- Additional car parking at the Albury Hospital site.

The Wellness Centre at the Albury Wodonga Regional Cancer Centre offers a selection of support services and complementary therapies that are integrated with the centre's conventional cancer care. There is evidence that certain complementary therapies can help to alleviate stress, relieve symptoms and reduce pain and anxiety, as well as promote feelings of well-being in cancer patients. Alongside treating the physical aspects of cancer, the Wellness Centre provides an integrated medical approach to address the psychological, social and spiritual aspects of health and illness.

At the Wellness Centre patients and carers are able to access relevant treatment information, link with cancer support groups and explore beneficial lifestyle programs such as massage therapy, exercise therapy (yoga and tai chi), nutrition and diet advice, meditation and counselling. These services are designed to help patients remain positive, gain a sense of control and feel supported along with offering practical strategies to help people help themselves.

4. Who is the Trust?

The Albury Wodonga Regional Cancer Centre Trust Fund has been established by the Albury Wodonga Cancer Foundation to support cancer services in the region, in particular the Albury Wodonga Regional Cancer Centre. See www.awcancertrust.org.au for more details.

4.1. Mission

To raise funds to support cancer services in the Albury Wodonga region to provide quality care to patients and families.

4.2. Board of Governance

A high level executive group from business, industry and government oversee the management of the Trust Fund.

Member name	Organisation	Role on the board
Grant Luff	Managing Director, Border Express	Chairman
Geoff Smith		Secretary
John Mollison	Manager, Bendigo Bank, Wodonga Branch	Treasurer
Jennifer Black		Member
Michelle Hensel	Medical Scientist	Member
Anthony Liston	Chief Financial Officer/Company Secretary, Australian Renewable Fuels Ltd.	Member
Doug McRae	CEO, Ramsay Health, AW Private Hospital, MV Private Hospital	Member
Bernard Squire	Business Manager, Wodonga Chamber of Commerce	Member
Kerry Strauch	Manager, Community Programs and Services, The Centre for Continuing Education Wangaratta	Member
Dr Craig Underhill	Medical Oncologist, Border Medical Oncology	Member



4.3. Patron of the Trust Fund

Australian and international basketball superstar, Lauren Jackson is the patron of the Trust Fund. Often referred to as the greatest female basketballer in the world, Lauren grew up in Albury and played her first basketball games at the Albury Sports Stadium, now named in her honour.

4.4. Fundraising, Marketing and Events Manager

Jane Evans is employed by the Trust Fund on a part-time basis. She brings over 10 years of events and marketing experience to the role in both the public and private sectors. Jane works at the Albury Wodonga Regional Cancer Centre on Monday, Wednesday and Fridays.

Jane's main duty within the Fundraising, Marketing and Events Manager role is the coordination of Trust Fund events and fundraising activities. She will also be of vital assistance to you as you plan and coordinate your event so please make sure you get in touch with her when required.

Working alongside Jane at the Trust Fund on Wednesdays is Media and Communications Coordinator, Sally Evans. Sally has 15 years of experience in the media and communications industry and can assist with arranging media and promotion of your event.

5. How your event donations will be used

The Albury Wodonga Regional Cancer Centre Trust Fund will liaise closely with the governing body of the Albury Wodonga Regional Cancer Centre to ascertain funding priorities. Both the governing body of the Trust Fund and the regional cancer centre will allocate your donation to the service area most in need.

Some examples of how your donation will be used include:

- The purchase of new life saving cancer equipment and the ongoing maintenance or upgrading of essential cancer equipment;
- Professional development programs and training for staff;
- Supporting cancer research through clinical trials; and,
- Supporting other unique cancer-related projects such as fitting out the Wellness Centre and the dedicated children's treatment space.

6. Your responsibility as a fundraiser

6.1. Registering the event with the Trust Fund

If you decide to proceed with organising the event as a fundraiser for the cancer centre, it is important to establish initial contact with the Trust Fund Events Manager; we will most likely be extremely grateful for the support but there may be occasions where we choose not to align ourselves with certain events and organisations if there is a perceived conflict of interest, or a previous negative experience.

Therefore before commencing any fundraising activities for the Albury Wodonga Regional Cancer Centre Trust Fund, you and/or your organisation as the official fundraiser are legally required to gain approval and authorisation to run the event from the Trust Fund.

Please complete and return the attached registration form as the first step and we will be in touch to confirm that your proposed activity has been approved.

If we do decide to partner with you, please note the following important information:



- Please only direct potential donors to the Trust Fund's official website (www.awcancertrust.org.au) for online and electronic donations, rather than request donations go to an alternative bank account and be then passed on to us (this reduces donor scepticism and ensures the Trust Fund's integrity as a registered charity);
- The Trust Fund's Events Manager role is to provide general advice to community event organisers as well as assist with increasing awareness of the event through our extensive community contacts and networks- please do not rely on the Events Manager to complete significant event duties as this is ultimately your event and your responsibility; and,
- Please continue to liaise with the Events Manager in the lead up to your event, especially if the event details change significantly.

6.2. Your legal obligations as a fundraiser

All fundraising activities must comply with all relevant Australian Federal and State Government laws. In New South Wales, please refer to the *Charitable Fundraising Act 1991* and see www.olgr.nsw.gov.au (Office of Liquor, Gaming and Racing) for more details. In Victoria, please refer to the *Fundraising Act 1998* and see www.consumer.vic.gov.au for more details.

Whilst the Events Manager does offer advice and support for external fundraisers, the Albury Wodonga Regional Cancer Centre Trust Fund is not to be recognised as the organiser of your event. As a consequence, all issues involving financial and public liability, and public safety are the total responsibility of the fundraiser. The Trust Fund will not be liable for any expenses incurred in organising or promoting the event.

Unless specifically negotiated, approval of a fundraising activity does not imply exclusivity and the Trust Fund reserves the right to enter into similar arrangements with other fundraising organisations, subject to the same criteria.

6.3. Public liability insurance

The Albury Wodonga Regional Cancer Centre Trust Fund does not provide public liability insurance for external organisations or individuals fundraising for the cancer centre.

The fundraiser is responsible for obtaining adequate public liability insurance in respect to the fundraising activity (including all components involved in the staging of the activity). The Trust Fund reserves the right to request proof of this insurance if required.

Please see section 7.6.2 for more information on insurance.

6.4. Use of the Trust Fund brand and logo

Generating publicity before your fundraiser is a great way to help raise funds, increase ticket sales, increase local support and raise awareness of the cancer centre. However due to the large number of supporter activities, our resources are limited. Please note the following:

- The Trust Fund can provide you with our supporter logo for your marketing materials but approval needs to be gained prior to circulating any marketing materials with this logo present;
- The Trust Fund can post information about your activity on its website with enough notice and pending approval;
- The Trust Fund may not be able to provide a representative to attend your activity so please discuss your needs with the Events Manager;
- The fundraiser is not authorised to speak on behalf of the Trust Fund;
- Telemarketing, door-knocking and the soliciting of donations in public places is not permitted;



- Any communications produced by the fundraiser must specify the percentage of funds that will go to the Trust Fund;
- The fundraiser has a responsibility to make it clear that the fundraising activity is not the Trust Fund's own event, but an activity to raise funds for the Cancer Centre. Do not use the Trust Fund name in any way that might reduce respect for the Trust Fund brand or cause confusion in the mind of the public;
- The correct terminology in using the Trust Fund name is 'Albury Wodonga Regional Cancer Centre Trust Fund' and no alternatives or abbreviations can be used;
- Fundraisers cannot use the 'Cancer Centre' or 'Trust Fund' in the title of their event, e.g. The Cancer Centre Gala Dinner, or Run for the Trust Fund; and,
- The most appropriate wording when communicating the relationship between the fundraiser and the Trust Fund is, "This event is proudly supporting the Albury Wodonga Regional Cancer Centre Trust Fund".

See section 7.5 for more information on marketing your event.

7. What You Need To Know:

7.1. Event planning

Defining the purpose and concept of your event is an essential starting point of the event management process, to ensure the event's success. You and your event committee should brainstorm some aims and objectives of the event and ensure these are specific, measurable, achievable, realistic and have a set time frame.

Planning is the most important part of running a successful event. Event management planning includes all activities and issues associated with the event and how you are going to plan for them. Your event management plan must include the following important documents:

- Key objectives and measures;
- Project plan listing all the tasks required to deliver the event (include who is responsible, deadlines and whether tasks have been completed);
- Project budget;
- Program schedule or run sheet (timing and sequence of activities on event day);
- Site plan;
- Traffic management plan (if you are closing roads or the traffic will be disrupted);
- Security brief (if security is required);
- Contact list of paid and volunteer staff, suppliers, entertainers and any other relevant stakeholders;
- Event marketing and promotion strategy;
- Waste management details;
- Emergency management plan, including map of evacuation points if relevant;
- Risk management plan;
- Wet weather/contingency plan;
- First aid; and,
- Infrastructure and equipment list.

For events that are held annually, a lot of the documentation can be utilised for future years.

7.1.1 Research

Before investing a lot of time and money into an event, it is important that you research its concept to evaluate the likelihood of its success. You can do this by investigating other similar events that have been held locally or in another location. You should consider any available market research about these events in terms of audience participation and community acceptance. Through the process of



researching, you will be able to establish the viability of the event for an Albury Wodonga audience. Then, you can go ahead and plan your event with confidence, implementing and facilitating it in the most appropriate and effective way.

7.1.2 Organising group/planning committee

It is important to establish a committee with identified roles and responsibilities, in order to effectively share the workload so you are not burdened with all event duties and the onus does not entirely sit with you.

7.1.3 Timing

The timing of your event can be crucial to its success. It is important to find out when other events are being staged in the Albury, Wodonga and North East Victoria region so that your event does not suffer from poor attendance. Remember to find out when public holidays are and to be mindful of school holidays. Spring and Autumn are particularly popular times to stage local events.

Consideration also needs to be given to the time of day your event will be run. This must fit with your event concept and target audience. For example, you wouldn't start a family event at 9pm or hold it during the heat of the day between 11am and 3pm in the summer months. Also, be mindful of the length of the event as this can impact significantly on costs and participation numbers. Once you have identified a date, notify your key stakeholders and place it in their diaries.

7.2. Budget

In order to successfully plan your event, you will need to develop an accurate and comprehensive budget with income and expense columns.

7.2.1 Income

Tickets

You will need to decide if your event will receive income via voluntary donations only, or whether there will be a fixed ticket price. If so you must also consider:

- Whether the tickets are pre-sold, sold at the gate or both;
- What information will be printed on the tickets;
- How the public can purchase tickets; and,
- How the tickets will be printed and distributed.

Sponsorship

Sponsorship can contribute to the success of your event. Seeking sponsorship from businesses and organisations can be time consuming and frustrating if you are not strategic in your approach. When short listing potential sponsors, make sure their philosophy matches with your event concept and target audience.

By researching their priorities and guidelines for sponsorship in advance, you can align your approach and 'sales pitch' to these goals. It is recommended that you contact the appropriate manager in person to give your sponsorship request maximum impact. A face-to-face meeting is often the most effective way to sell your event.

7.2.2 Expenses

It is important to account for all costs associated with the event's activities. Be sure that you do not overspend on this amount, unless you have income to cover the expense. When considering your budget, don't forget to include the following where appropriate:

- Venue hire;
- Equipment hire (for example, staging, marquees, trestle tables, toilets and bins);
- Audio visual;



- Entertainers and performers;
- Marketing and promotion;
- Signage;
- Catering;
- Power (for example, consumption at venue and generator hire);
- Event permit fees;
- Security;
- Traffic management fees;
- Salaries;
- Travel and accommodation;
- Administration (for example, phone, postage and stationery supplies);
- First aid (for example, St John's Ambulance); and,
- Contingency (at least 5 per cent is recommended as a guide).

To obtain the best possible price, contact several suppliers with your event requirements and arrange a quote.

7.2.3 Cash handling

Should you have a float or the need for cash handling at your event, ensure your staff adopt safe cash handling practices, for example, avoid counting cash in front of event attendees. Ensure you have plenty of change in your float to meet the demands of your event.

7.3. Venue

7.3.1 Venue selection

Correct site selection is a critical success factor for an event. Be sure that the site you select matches your expectations of size, location and available facilities. Some sites are not capable of accommodating large crowds, others aren't able to take heavy event infrastructure, while some may not be easily accessible and in close proximity to adequate parking. The cost of the venue may also play a role as to where you select.

Some questions you should consider are:

- What will the capacity of the site be with your event infrastructure in place?
- What is the expected size, demographic and nature of the crowd who will be attending your event?
- Are there suitable access and egress points into and out of the venue? Is there emergency vehicle access?
- What crowd control measures (such as barricades, signage and marshals) will you be putting in place? Will queues be forming and if so, where?
- Is there appropriate signage in place?
- Is there space for performer change rooms/green rooms?
- Where are the permanent toilets and do we need temporary ones brought in?
- Where are the power and water sources?
- Will vehicles and crowds be separated or in the same area?; and,
- Who will take on what roles in regards to crowd management?

If you wish to use a recreation reserve, public reserve, park or area of open space within Albury Wodonga, you will need to book it through the council municipality. You will also need an event permit- see section 6.6.6 for further information.



7.3.2 Venue/site plan

The venue/site plan is essential and is a detailed snapshot of the location identifying all aspects of the event including; infrastructure, facilities, pedestrian and traffic management, amenities, etc. The site plan should also reference streets, laneways and other distinguishable land marks.

7.3.3 Power

Typically, power is a crucial utility required for events. It comes in two forms; single-phase power and three-phase power. Single-phase power involves a 240kw power outlet. Most domestic loads are single phase. Three-phase systems allow you to power larger motors and other devices such as generators.

Most events usually only require access to single-phase power; although, some such as food vendor vans, audio or concert lighting set-ups require a three-phase power supply. It is important when planning your event that you consider the needs of the groups attending the event to ensure that you have adequate resources and a sufficient power supply.

Safety issues must be carefully considered when dealing with power. All power leads must be tagged and tested and must be covered with appropriate matting to prevent damage by both pedestrian and motorised traffic. Potential hazards relating to power must be addressed and included in your risk management plan.

7.3.4 Temporary structures

If you are intending to erect temporary structures for public entertainment at your event, you must follow the following guidelines. A temporary structure includes:

- A booth, tent or marquee or other temporary structure with a floor area more than 100 square metres;
- A seating stand (whether enclosed or not) for more than 20 people;
- Stage or platforms exceeding 150 square metres floor area; and,
- Pre-fabricated buildings more than 100 square metres.

All temporary structures with a floor area more than 100 square metres need to be approved by a qualified engineer. The local council may require an inspection to determine if the permit is being complied with. Thus, it is advisable to make use of a registered building practitioner when erecting such a structure. Local event hire companies include:

- Barlens (barlens.com.au);
- RBR Party Hire (rbrparty.com.au); and,
- 24 Seven Events and Party Hire (24sevenevents.com.au).

7.3.5 Infrastructure

All infrastructure to be brought onsite for your event, including marquees, banners, barricades, site sheds, amusement rides, toilets, water facilities and stalls must be listed on your infrastructure list as well as marked on your site plan. Careful placement of infrastructure needs to be considered to avoid creating crowd issues or damage to the site.

7.3.6 Amusement rides

While rides can be a major attraction and provide additional revenue for organisers, they also require careful monitoring and organisation. Minor rides are typically offered to the public for free at the event organiser's expense. In this case, a flat fee is paid to the operator by the organiser at no cost to the public. Major rides can be subsidised by the organiser and offered to the public at a discounted price, or the ride operator can operate the ride at full cost and return a percentage or flat fee payment to the organiser for this opportunity. Operators must take full responsibility for their rides. You should collect from them current copies of any necessary permits and insurance cover prior to confirming their booking.



7.3.7 Toilet facilities

Your site plan must show the location and number of public toilets and disabled facilities being provided for your event. The number of toilets you will need to provide will depend on anticipated crowd numbers, patron gender (women require more facilities than men), whether there is service of alcohol and the event duration. Accessible facilities must be available. Toilet facilities must be well lit to avoid security and safety hazards, provided with soap and hand drying equipment and must be cleaned and re-stocked regularly. Toilets must also be located away from food storage and food services areas, and made appropriate for wet weather conditions.

7.3.8 Waste management

Whether your event is a major festival or a small celebration, provision must be given to the appropriate collection and disposal of waste and recycling during and after your event. Careful planning will ensure that you have sufficient facilities, such as rubbish bins, recycling bins and mini skips, to dispose of all rubbish and recyclables.

After your event is over, you will be required to clean up. You will need to have organised enough staff to help with this job. As a general rule, always leave the site as you found it and don't expect the local council to do all the cleaning up post event.

7.4. Program

7.4.1 Programs and performers

The program content should be selected to support the concept underpinning the event. Activities should be tailored to meet these requirements. A range of performers to keep people interested from the event's start to finish should be chosen to complement activities. If your event is targeted at children, remember to also cater for parents and carers in the programming.

7.4.2 Program schedule/run sheet

Develop a running sheet that sets out when things take place on the day of the event. The document should include items such as bump in and set-up of equipment, arrival of VIPs, presentations of awards. The smooth running of an event is dependent upon the people involved knowing what, where and when activities are occurring. Running sheets are critical to ensure that everyone is aware of what is happening and whose responsibility it is to make it happen (see Attachment 3 for an example).

7.4.3 Audio visual requirements

You will need to consider:

- Requirements of performers (performers will often provide technical specifications for this);
- The venue size;
- Green room (change room with mirror and water);
- If the event is held indoors or outdoors;
- The anticipated size of the audience;
- Time of day;
- Proximity to residential areas;
- Access to power;
- Stage and staging (for example, access to the stage, stage surface)
- Microphone and lectern for speeches; and,
- Crowd barriers.



7.5. Marketing and promotion of your event

As an event organiser, you will be required to be an effective communicator. You will need to plan ways to promote your event to the community and key stakeholders and relay messages to participants on the day of the event.

7.5.1 Event marketing plan

An event marketing plan will be needed to detail how you will promote your event. Your plan must describe how the public will hear about your event. It should detail all the promotional opportunities that you will be using for your event. The plan should include who is responsible for each promotional activity or item and the proposed date for completion. It is important to ensure that any commitments made to sponsors regarding advertising and promotion are incorporated into your marketing plan.

Below is a list of local marketing methods you may wish to utilise for events staged in Albury Wodonga:

Print Advertising

- *The Border Mail* newspaper
- NECANA newsletter – Defence newsletter
- Albury Wodonga *News Weekly*
- *Out & About* – Quarterly publication produced by *The Border Mail* which has a calendar of events for the region. Contact *The Border Mail* on (02) 6024 0501 for edition deadlines and details.

Radio

Triple M The Border 105.7, Hit 104.9 The Border, 1494 AM 2AY, Edge FM/3NE, ABC Goulburn-Murray

Television

PRIME7, WIN, Southern Cross Ten

Noticeboards

Many local cafes and businesses around Albury Wodonga have noticeboards where you can place a promotional poster or information about your event. Please check with the cafe/business owner before putting up the poster. If your event is a sporting event, local gyms and sporting facilities may also have a noticeboard where you can display a poster and information about your event.

Online tourism and event websites

Below are some suggested free websites to promote your event (subject to website owner approval). Details you may include are date, time, location, a short blurb about the event, the event website, cost to attend, event co-ordinator contact details as well as a picture or logo in jpg format.

- alburywodongaaustralia.com.au/events.asp
- visitalburywodonga.com/whats-on
- Northeastvictoria.com.au
- visitvictoria.com/
- visitnsw.com/
- murrayriver.com.au/events/vic/

Online news calendars

The below local news websites will also list community events:

- bordermail.com.au/submitevent.aspx
- mycommunityconnect.com.au
- wodonga.iprime.com.au/index.php/lifestyle/infonet
- 2ay.com.au/community_2ay



7.5.2 Professional photography and video recording

If planning to engage a photographer at your event and you intend to use the images in the future for promotion or in a publication, please ensure subjects provide consent of their image being used, as per the *Privacy Act 2001*.

7.6. Event safety and regulations

7.6.1 Risk analysis

Any event, regardless of size, will have risks associated with it and it is important that the event organiser has given consideration to potential risks and importantly, the measures that will help mitigate the risk. Please make sure you undertake a risk analysis to ensure that you manage and control the risks posed by your event. The plan must include identification and measurement of the risks associated with the event, together with the proposed management and mitigation strategies of those risks. If your event is large or complex, a number of emergency services may need to be present.

7.6.2 Public liability insurance

Public liability insurance is mandatory for all events with a minimum of \$10 million cover. You may also need to ensure that there is adequate insurance cover for any volunteers. Various insurance companies offer a community group insurance scheme with cover available for most community events, celebrations and festivals. Two organisations are localcommunityinsurance.com.au and communityinsurance.com.au

All contractors, performers, food vendors and other suppliers at your event should supply you with a current certificate of currency prior to their participation at the event.

7.6.3 Emergency management plan

Your event should also have an emergency management plan. This plan will outline your response in the event of an emergency. It should consider:

- Possible types of emergency interruptions;
- Evacuation procedures (including evacuation points);
- Personnel responsible in emergencies and evacuations; and,
- Emergency services meeting points.

7.6.4 Emergency services

Depending on the location, timing, size and make-up of the event, event organisers will need to inform the local fire authority, State Emergency Service (SES), ambulance service as well as the Victoria or NSW Police who, if requested, may attend and provide a presence at the event.

7.6.5 First aid

For large events of 500 or more expected attendees, or for high risk events such as extreme sports, you should engage the services of a registered first aid provider such as St John's Ambulance or the Red Cross. For all other smaller events, there should be a complete first aid kit located in your information tent and an event staff member who has been trained in first aid.

7.6.6 Council permits

If you are planning an event on public land that involves amusement rides, busking, camping, advertising or selling goods then you may require a permit from the local council. You can collect permit application forms for these activities from the council offices and both Albury and Wodonga councils have dedicated events staff who can assist you.



7.6.7 Traffic management

If your event impacts on any road, public transport or the flow of local traffic in Albury Wodonga, you will need to notify the council of your event and also develop a traffic management plan if you are temporarily closing a road.

The local council will be able to explain how your event may affect the road network and traffic flow and elements required for a traffic management plan. Traffic management plans need approval by both the council and possibly from VicRoads or the NSW RTA.

7.6.8 Security

In the early planning stages, you will need to determine the likelihood of security issues arising before, during or after your event. You will need to take into account:

- Crowd control issues;
- The serving of alcohol; and,
- The safe storage of money.

If any of the listed issues cause you concern, it is recommended that you consider contracting a security firm for your event. A security brief would then need to be developed in partnership with the security firm. It should include details of:

- The number of security personnel at the event;
- Roles and responsibilities of staff (including a list of people permitted in restricted areas);
- Local police contact details for the event, including station and contact person;
- Crowd control measures;
- Cash protection measures;
- Equipment protection measures;
- Details of the venue layout, entrances, exits, first aid posts and potential hazards;
- Potential issues that may arise; and,
- Areas where public access is restricted.

7.6.9 Catering

Catering options may include:

- Getting participants to bring their own food;
- Getting community groups such as local service clubs to supply food; and,
- Booking mobile food vendors.

You also must take into account the cost of food and its impact on your target audience. Expensive meals can deter families from attending an event. Community groups such as Lions, Rotary and Apex can provide a low cost catering alternative. Another option is to book a mobile food vendor. You can often charge a nominal fee for mobile food vendors to attend your event as commercial operators. You must ensure that vendors have documentation to indicate that they meet the *Food Act 1984* requirements. For more information on food vendors and the correct food hygiene and registration requirements, please contact the local council's environmental health team.

7.6.10 Contracts

If you are planning to engage performers or event suppliers for your event, or if you have secured sponsorship from local businesses, it's a good idea to have a short letter of agreement or contract between you as the event organiser and them. If the arrangements are in writing, this will ensure that both parties are fully aware of their event responsibilities and obligations including the fees negotiated, the supply of equipment and what occurs if the event is cancelled, and will minimise any disputes that may arise. Make sure this letter of agreement is clear and both parties are happy before signing.



7.6.11 Postponing or cancelling the event

In the unfortunate circumstance that your event has to be postponed or cancelled, please ensure that you undertake the following:

- Notify the media such as local newspaper, radio and television stations;
- Place signage at the event indicating that the event is cancelled/postponed; and,
- Ensure you fulfil all agreements such as payment of performer fees (or a portion thereof) as outlined in your contracts.

Please remember that if an electrical storm is forecast or takes place at the time of your outdoor event, it is extremely dangerous for paid staff and volunteers to continue to set-up and work. Under your duty of care, it is advised that the event be cancelled or postponed.

7.7. Human resources

7.7.1 Staffing

Without the contribution of both paid and volunteer staff, your event will not be successful. When recruiting staff with the desired skills and personal qualities, it is important to clearly define roles and responsibilities so that potential workers can be matched with appropriate duties. Likely roles required at events include:

- Overall event manager;
- Marketing and promotions;
- Catering co-ordinator;
- Performers and staging;
- Safety and emergency services;
- Admission and ticketing; and,
- Financial controller.

Ensure that you have adequate staff to manage the event. Often local service clubs and community groups are happy to assist.

7.7.2 Recruiting volunteers

As discussed in the section above, the recruitment of volunteers can be vital to the success of your event. The Albury Wodonga Volunteer Resource Bureau may be able to provide assistance in the sourcing of volunteers.

As part of your volunteer screening process, it is advised that any volunteers aged over 18 years who are recruited, agree to a police check to ensure the protection of all fellow staff and event patrons.

7.7.3 OH&S

As part of your duty of care to all event staff and attendees, you need to consider the following OH&S elements as an integral part of your event preparations:

7.7.4 Heavy lifting

Ensure all event staff and volunteers demonstrate safe lifting and carrying techniques when setting up and packing down equipment at your event.

7.7.5 OH&S walk-through

It is strongly advised that the main event coordinator and/or an OH&S representative at your event, conduct a walk through 30 to 60 minutes prior to your event commencing. This process will ensure any potential hazards are identified and rectified before event attendees are present.



7.7.6 Team briefing (prior to event)

Hold a briefing session for everybody involved with the event to go through the program schedule/run sheet. In addition, explore the emergency management plan and contingency plan that you have in place so other members of the team are briefed of the duties and responsibilities in case of any mishaps.

7.8. Post event

7.8.1 Evaluation

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

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

7.8.2 Showing appreciation

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

Of course you must also thank each and every one of your donors and corporate supporters. Whether it's a verbal thank you when you receive their donation, or an email, letter or phone call post event- your donors will appreciate this recognition and may even spread the word about your fundraising activity.

7.9. Miscellaneous

7.9.1 Effectively promoting the Trust Fund's cause to potential and actual event patrons

The reality is that there are so many charities out there promoting themselves and asking for donations (with 99 per cent of them being legitimate, worthwhile causes) that many people can be put off donating at all because the market seems saturated with a 'charity overload' often occurring. Let's face it- nearly every time we go to the shopping centre we are asked to buy a raffle ticket for a particular cause, we are often disrupted in our own homes by cold callers asking for money for a certain charity, and our workplaces often run internal events where we are asked to dig deep for one reason or another.

The Albury Wodonga Regional Cancer Centre Trust Fund's point of difference is that we are a 100 per cent local charity organisation where 100 per cent of the monies raised will stay in our own community and help our family members, friends, colleagues, and acquaintances who may be going through the cancer journey.

So when you are marketing the event, selling tickets, recruiting event volunteers etc, it would be very worthwhile to effectively promote this message so the community who participate will feel like their funds/time/resources are truly making a difference at a grass roots level.



7.9.2 Helpful hints for the day

- **Be on time.** Get to your event venue early to ensure all aspects of the event are running on-time and according to plan.
- **Carry your contact list.** Make sure you have your contacts' list of all staff and external stakeholders handy.
- **Be well briefed.** Make sure you and your staff are available to answer any queries that may arise before or during the event (a frequently asked questions and answer sheet at your information tent can be very handy).
- **Be sun smart.** Always have sufficient water, sunscreen, hats and appropriate clothing for staff and volunteers to avoid sunburn and sunstroke on event days.
- **Relax and enjoy the day.** This should be fun for you too!

The Albury Wodonga Regional Cancer Centre Trust Fund would like to wish you the best of luck with your event planning and preparations; if you would like examples of any of the above documents mentioned, please feel free to contact the Trust Fund Events Manager as per contact details on the front page of this guide.

Thank you in advance for your support!