

Albury Wodonga Regional Cancer Centre Trust Fund Inc.



# FUNDRAISING EVENT GUIDELINES (small 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**  
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](http://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 local 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](http://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](http://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](http://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 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**

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. Remember to consider:

- 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; and,
- Site plan or map.

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.

### **7.2. Budget**

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

### **7.3. Venue**

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. The cost of the venue may also play a role as to where you select.

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 from the local council (see section 7.6 for more information).

### **7.4. Program**

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.

## **7.5. 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.

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](http://alburywodongaaustralia.com.au/events.asp)
- [visitalburywodonga.com/whats-on](http://visitalburywodonga.com/whats-on)
- [Northeastvictoria.com.au](http://Northeastvictoria.com.au)
- [visitvictoria.com/](http://visitvictoria.com/)
- [visitnsw.com/](http://visitnsw.com/)
- [murrayriver.com.au/events/vic/](http://murrayriver.com.au/events/vic/)

### Online news calendars

The below local news websites will also list community events:

- [bordermail.com.au/submitevent.aspx](http://bordermail.com.au/submitevent.aspx)
- [mycommunityconnect.com.au](http://mycommunityconnect.com.au)
- [wodonga.iprime.com.au/index.php/lifestyle/infonet](http://wodonga.iprime.com.au/index.php/lifestyle/infonet)
- [2ay.com.au/community\\_2ay](http://2ay.com.au/community_2ay)

## **7.6. Event safety and regulations**

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.





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](http://localcommunityinsurance.com.au) and [communityinsurance.com.au](http://communityinsurance.com.au)

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.

## **7.7. Post event**

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.

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.

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.

## **7.8. Miscellaneous**

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 supporting a vital local service 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.

The Albury Wodonga Regional Cancer Centre Trust Fund would like to wish you the best of luck with your event planning and preparations.

**Thank you in advance for your support!**