

# Who is your programme or event for?

*Answering these questions will help ensure your programme or event works with the needs and values of your target group or audience.*

What ages are the people in your target group?\_\_\_\_\_

Are they male or female?\_\_\_\_\_

Where do the people in your target group live?\_\_\_\_\_

Do they have any dependents, particularly children?\_\_\_\_\_

What kind of transport do they use?\_\_\_\_\_

Is English their first language?\_\_\_\_\_

What are the cultural values or customs of your target group that may impact on your programme or event?\_\_\_\_\_

What help do they need, if any, to come along to and join in the programme or event?\_\_\_\_\_

How do they get information about what is happening in the community?  
(Be specific here, for example, youth get a lot of information from their peers, families get a lot of information from schools.)\_\_\_\_\_

What else do you know about them that is important? (For example any people with disabilities.)\_\_\_\_\_

# What does your target group or audience want?

*These questions are to help you with your consultation process. Answering them (especially if the target group is involved) will help to ensure a recreation programme or event that people want.*

What programmes /events are aimed at your target group(s) or audience?

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What is the gap between what is available/accessible to your target group(s) or audience and what they would really like?

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What is your great idea? \_\_\_\_\_

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What do you think your participants would really like to do on the programme?

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Who are key people in your target group? Role models? \_\_\_\_\_

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Which groups and organisations could you get help from? \_\_\_\_\_

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Who might help you with organising your programme/event? \_\_\_\_\_

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# Programme plan

Use this page to summarise all of your programme planning.

Programme title	
Age(s) of participants	
Programme	
Objectives	
Programme outcomes	
Programme activities	
Suggested description	
Leader requirements	
Programme	
Time and length	
Number of participants	
Venue requirements	
Safety requirements	
Equipment and supplies	
Media and promotions	
Budget summary	
Evaluation	

# Getting the right venue and equipment

*Note: what level of comfort is important for your potential participants?*

How many people are going to take part?

What kinds of activities are you going to do?  
(Check if you need to plan for more than one activity per session.)

*For example privacy, carpet, child-friendly, too posh. Ask yourself, will your potential participants feel comfortable in this venue? Does it feel right?*

What type of space will you need? Large or small, open or cosy, is noise a problem? (check if it gives you the flexibility you need)

Do you need space for childcare? How much? Does it need to be separate?

List all the equipment you need

Do you need a kitchen, and what does it need to have in it?

How many toilets do you need?

What floor size and ceiling height do you need?

Do you need access for wheelchairs and pushchairs?

Do you need hearing loops?

How much can the programme afford to pay for a venue?

How long do you want the venue for, including set up and tidying up times?

Does your organising group have a venue that you can use?

Can your potential participants get to it? For example walk, bus, drive

Is there enough parking if potential participants bring cars?

Do you need to collect the keys to the venue?

What equipment does the venue already have?

What are the health and safety requirements of this venue?  
(check with venue co-ordinator.)

# Arranging and managing venue and equipment

*Tasks for you to consider when arranging a venue and equipment.*

**Before**

Task	
Work out what your programme will need (see planning sheet 5)	
Find venues that could work	
Find out everything you can about the venue including cost, whether it's available, health and safety requirements, what equipment they provide and what you have to do if you cancel the programme	
Visit venue to check that it's suitable for your programme	
Select venue and equipment	
Book venue and equipment in writing saying what you need and when you will need it	
Pay bond if required and get receipt	
Get a letter confirming that the venue and equipment are available	
Allocate all venues, facilities and equipment on a timetable	
Make arrangements for getting key and setting up	
Make arrangements for collecting equipment	
Confirm who to call if things go wrong	

**During**

Task	
On arrival at venue, check venue and equipment conditions and make notes of any issues or problems	
Check health and safety issues	
Set up	
Write down any damage, breakage, things not working	

**After**

Task	
Return key and report condition of venue and any damage	
Return equipment and report condition of equipment and any damage	
Pay invoices	
Prepare file report on venue and equipment for future use	

# Booking sheet

Programme name: \_\_\_\_\_  
 Leader: \_\_\_\_\_  
 Venue: \_\_\_\_\_  
 Programme information: \_\_\_\_\_  
 Date: \_\_\_\_\_  
 Time: \_\_\_\_\_  
 Cost: \_\_\_\_\_  
 Minimum no: \_\_\_\_\_  
 Maximum no: \_\_\_\_\_

	Name	Address	Telephone (day)	Telephone (night)	Email	Amount paid	Receipt #	Info Sent
1.								
2.								
3.								
4.								
5.								
6.								
7.								
8.								
9.								
10.								
11.								
12.								
13.								
14.								
15.								
16.								
17.								
18.								
19.								
20.								

# Accessibility – making it easy for people to take part

Answer these questions to help you ensure it is easy for people to take part in your program/event.

## Planning

Have people with disabilities or with other special accessibility needs been included in the planning process? (Contact the appropriate agencies for additional support and information. See Other sources of advice and information)

## Welcome

How will participants be welcomed when they arrive so that they feel comfortable?  
 Are introductions between people needed? What will be appropriate?  
 Have participants been introduced to the activity so they feel confident to fully participate?

## Cost

How much can participants afford for the programme and how much will they be prepared to pay?  
 (If the cost you decide on means you can't meet costs, you could work with the potential participants to find other ways of making up the extra cost)

## Culturally appropriate

What will make the programme/event appropriate for your potential participants?  
 Who are the leaders you can work with to plan your programme/event?  
 Are there some key people who should be involved in running the programme/event?

## Promotion

Is it easy for people to read, hear, see and understand your information and signage?  
 Have all media forms (eg radio, print, web, word of mouth, internet) been used?  
 Does the promotional material include images of a range of people?

## Transport

Can potential participants get themselves there?  
 If so where will they park or catch the bus to?  
 Do you need to think about peak hour traffic?  
 How many people are likely to need transport?  
 Do vans or buses need to be provided, and if so how much will it cost?

## Childcare

How many potential participants need childcare?  
 What is the age range of children?  
 Can potential participants take turns caring for the children?  
 Are there caregivers in the building you are in? Will children be somewhere else?  
 What will they need? For example places and equipment for toileting, changing and feeding.  
 Can links be made with another childcare provider at or near to the venue?  
 Are there other user groups using the same venue or facility?

## Access

Is the venue accessible to people with disabilities, including people in wheelchairs?  
 Is it accessible for young children and prams?  
 Can everyone see and hear? What are the acoustics like? Can people read the whiteboard?  
 Is the signage to the venue/programme visible to everyone?

# Managing volunteers

Use this checklist to help you develop a plan for recruiting, retaining and managing your volunteers.

Action	Person(s) responsible	Date	Done
1. Decide why your group/organisation needs volunteers and what you can offer them			
2. Appoint a Volunteer Manager			
3. Work out specific roles for volunteers			
4. Decide what sort of people you want as volunteers, how many and for how long			
5. Write position descriptions for each role			
6. Plan your recruitment campaign			
7. Individually interview the volunteer and recruit people that complement other members of the team			
8. Appoint to specific positions			
9. Induct them into their new roles, and keep providing support and feedback			
10. Involve volunteers in team meetings and in all matters that affect them			
11. Provide opportunities for training			
12. Manage, support and evaluate performance			
13. Reward and recognise volunteers appropriately			
14. Make necessary changes in roles and volunteer programmes			
15. Review these steps regularly			

Adapted with permission from *Recruiting and Retaining Volunteers*, SPARC, [www.sparc.org.nz](http://www.sparc.org.nz)

# Position description

Use this template to help you develop job descriptions for your volunteers

## Job Description

Job title:	
Responsible to:	
Direct relationship with:	
Purpose of role:	
Key tasks and responsibilities:	
Desirable personal qualities:	
Experience/qualifications:	
Timing: <ul style="list-style-type: none"><li>• Approximate hours per week</li><li>• Frequency of work</li><li>• Days</li></ul>	

Adapted with permission from *Recruiting and Retaining Volunteers*, SPARC, [www.sparc.org.nz](http://www.sparc.org.nz)

# Induction and training

Use this planning sheet to find out what information training and resources your leaders, volunteers, tutors and staff need.

People available	What skills do they have?	What do they need to learn?	What do they need to know (about us and our programme)	What resources do they need to do their job?
-Joanne Smith	<ul style="list-style-type: none"> <li>- running group skills</li> <li>- administration skills</li> </ul>	- risk management	<ul style="list-style-type: none"> <li>- our aims and objectives</li> <li>- who we are working with</li> <li>- days and times of programme</li> <li>- about the venue and equipment</li> </ul>	<ul style="list-style-type: none"> <li>- a space to 'hang their hat'</li> <li>- space in the office</li> </ul>

Remember to set induction and training dates and times as well as people to lead them

# People: task lists

What jobs need to be done before the programme starts?

	Task	Who	To be done by	Done
1.	e.g. venue booked	programme manager	three months prior	
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				

What needs to be done on the day?

	Task	Who	To be done by	Done
1.	e.g. tell people their roles	site manager	one hour before participants arrive	
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				

What help is needed tidying up or evaluating the programme?

	Task	Who	To be done by	Done
1.	e.g. rooms cleaned	course leader	30 minutes after programme	
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				

# Waste minimisation plan

Use this planning sheet to help you on your path to organising an environmentally sustainable event.

Before the event	Who	Date	Done
Create waste minimisation policy and plan and make sure this gets communicated to everyone involved in your event (eg stall holders, staff, sponsors, suppliers).			
Identify whether you need to use a commercial recycling company or whether you can handle the recycling in-house. If a commercial recycler is needed, make sure you have budgets to cover.			
Identify stall holders waste collection needs (eg cardboard collection, food waste, used oil collection, etc)			
Ensure materials sold/distributed by stall holders is consistent with waste minimisation plan			
Include positive 'green' event information on all your promotions (eg tickets, brochures, media releases, web site). Remember to include positive transport options for participants.			
Develop a site plan with bin/skip locations and signage. Remember to ensure that you group the various waste bin types together to make it easier for people.			
Other actions:			

During the event			
Place bins/skips, check for correct signage.			
Promote waste minimisation through PA announcements, banners etc			
Monitor waste collection area's: empty, keep area's attractive, adjust bin placements as necessary			
Other actions:			

After the event			
Clean up site			
Ensure all recyclables are taken to recycler, residual waste to landfill			
Get feedback from staff, volunteers, contractors on what is working and what is not. Include recommendations in event report.			
Other actions:			

Adapted with permission from Christchurch City Council.

For the full guide, see: <http://www.ccc.govt.nz/waste/recycling/eventorganisersbook.pdf>

# Risk analysis and management

Use this worksheet to help you identify, analyse and develop plans to manage the risks on your programme or event.

Programme/event: \_\_\_\_\_

Date/time: \_\_\_\_\_

Activities: \_\_\_\_\_

**\*Grading the risks:** use this matrix to identify your risk rating. Risks which rate medium or high should be included in your action and reporting plan (see template 13)

Likelihood	Consequences			
	Minimal Low risk	Minor	Moderate Low risk	Major Medium risk
Rare				Catastrophic High risk
Unlikely				
Possible				
Likely			Medium risk	High risk
Almost certain				

Identifying the risks		Managing the risks		*Grading the risks		
What is the risk? (e.g. to people, environment, equipment)	How can it happen?	How will we manage it?	Emergency management (what will we do if it happens?)	Likelihood score	Consequences score	Overall risk rating
e.g. Children colliding in running race	Too many children entered	Limit number of children each race to 10	First aid station staff to be called in	Possible	Moderate	Medium risk

# Risk management – action and reporting plan

Use this worksheet to help you put your risk management plan into action.

Risk	Response or action	Person responsible	Due date	Reporting requirements

Page \_\_\_\_\_ of \_\_\_\_\_ Compiled by: \_\_\_\_\_ Date: \_\_\_\_\_

# Promotional plan

Use this planning sheet to help you prepare your promotional plan for your programme or event.

<b>Background</b>	<ul style="list-style-type: none"> <li>• Background of the programme/event</li> <li>• Research/consultation we have done</li> <li>• Other relevant information</li> </ul>	
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• What do we want to achieve?</li> <li>• How will we achieve it?</li> <li>• How will we know if we have succeeded?</li> </ul>	
<b>Target audience</b>	<ul style="list-style-type: none"> <li>• Who are our potential participants? (e.g. age, where they live)</li> </ul>	
<b>Key messages</b>	<ul style="list-style-type: none"> <li>• What messages do we want to get across? Keep them simple (up to five).</li> </ul>	
<b>Actions/tools</b>	<ul style="list-style-type: none"> <li>• What is the best way to reach our audience?</li> </ul>	<input type="checkbox"/> Brochures/flyers <input type="checkbox"/> Paid advertising <input type="checkbox"/> Media release <input type="checkbox"/> On-site signage <input type="checkbox"/> Mailing list/e-mail list <input type="checkbox"/> Meetings <input type="checkbox"/> Posters <input type="checkbox"/> Displays <input type="checkbox"/> Web
<b>Timetable</b>	Include: <ul style="list-style-type: none"> <li>• Dates</li> <li>• Actions</li> <li>• Who is responsible</li> <li>• How it will be monitored</li> </ul>	
<b>Budget</b>	Your budget (if any) and how it will be used.	
<b>Evaluation</b>	<ul style="list-style-type: none"> <li>• Did we meet our original objectives?</li> <li>• How will we know this? For example 20 people enrolled for our programme, 300 people turned up to our event.</li> </ul>	

# Budget template

Name of programme: \_\_\_\_\_

Date of programme: \_\_\_\_\_

Venue: \_\_\_\_\_

Income		Expenses	
Fees		Wages	
Fundraising		Volunteer expenses	
Sales		Venue hire	
Koha/donation		Promotions	
Grants source one		Newsletter	
Grants source two		Consumables (eg art materials)	
Sponsorships		Refreshments	
Interest		Travel/transport	
		Equipment hire/repairs	
		Stationery and postage	
		Telephone	
		Insurance	
		Contingency	
<b>TOTAL</b>		<b>TOTAL</b>	
		<b>Income - expenses =</b>	

### Check your financial goal:

- break even?
- make money?
- provide a community service?

### If you are GST registered,

always use GST exclusive figures.  
To calculate the GST exclusive figure (net) of an item, divide the total by 1.125.

# Funding Calendar

Use this template to create a calendar of the funding applications that you intend to make in the coming year.

- Contact the funders for a current application form and guidelines.
- Rank potential funders as to how likely they are to fund your project so you can focus on where you are most likely to succeed.
- Where possible, spread applications throughout the year to distribute the workload evenly.

	Funder	Funder	Funder	Funder
Project				
Amount requested				
Supporting documents & information needed				
Closing date				
Date sent				
Decision due				
Result \$\$\$				
Accountability due				
Accountability done				
Comments				

Adapted with permission from "The Grant Seekers Guide to successful funding applications", [www.trustwaitato.co.nz](http://www.trustwaitato.co.nz)

Remember: It may take months for funders to make their decision, so allow for this in your planning.

## Sample production schedule

*Production schedules are a great way of mapping out the event or programme. The staffing, the contacts and what's happening at what time.*

### Summer Daze Outdoor Concert

**Venue:** The Dell

**Date:** 5 January 2006

**Time:** 1.00–4.00pm

### Contacts

Any emergency 111

Producer	Site manager/caravan	First aid
Sound	Publicity	Food vendor
Parking/rubbish	Portaloos	Dance floor
MC	Roving entertainers	Bands

**MC** (Master of Ceremonies) script to include: Things happening today, what's happening for children, Health and Safety notes (First Aid, traffic/parking, shade, water), thanks (remember sponsors, organizers, partners, volunteers, participants), lost and found, have fun! ask for feedback

### Production Schedule

<b>9.00am</b>	Producer/site manager arrive—set up parking/stage and backstage/site. Caravan/dance floor arrive
<b>10.00am</b>	Sound/food vendor arrive Production crew briefing
<b>11.30am</b>	Band one arrive and soundcheck
<b>12.00pm</b>	Parking crew briefing health and safety check. MC arrive and briefed
<b>12.30pm</b>	Soundcheck/set up/health and safety check finished Kids entertainers (facepainters/magician/fairy) arrive. First aid arrives

### Concert

<b>1.00pm</b>	MC introduction Band one perform. Roving kids entertainers begin
<b>1.45pm</b>	MC (in front) fills with audience prizes etc. Sound note: CD cues. Changeover onstage
<b>2.00pm</b>	Band two perform
<b>2.45pm</b>	MC (in front) introduces dance group Dance group perform (in front on dance floor). Sound note: music on tape. Changeover onstage MC introduces Band three
<b>3.00pm</b>	Band three perform
<b>3.58pm</b>	MC wrap up
<b>4.00pm</b>	Concert ends Debrief and thank participants Rubbish removed. Sound/parking/stage and backstage/site pack down
<b>4.30pm</b>	Portaloos/dance floor/caravan removed
<b>5.30pm</b>	Final site check

# Event Checklist

Event: \_\_\_\_\_

Venue: \_\_\_\_\_

Date: \_\_\_\_\_

Time: \_\_\_\_\_

*This checklist gives examples of items that may be involved in your event.*

	Notes	Person Responsible
Access		
Accommodation		
Activities		
Approvals		
Banners		
Bookings		
Bond		
Briefings		
Cancellation		
Catering		
Changing Facilities		
Clean Up		
Consultation		
Communications		
Consents		
Contacts List		
Contracts		
Debrief		
Documentation		
Dressing / Decoration		
Entertainment		
Fencing		
First Aid		
Foodstalls		
Guests		
Health & Safety Plan		
Hospitality		
Insurance		
Invitations		
Invoices		
Job start times		
Job end times		
Lighting stage		
Lighting venue		
Load In		
Load Out		
Map of site		
MC / Compere		
Media		
Meetings		
Merchandise		

# Event Checklist *cont.*

	Notes	Person Responsible
Parking		
Payments		
Petty Cash		
Police		
Postponement		
Power		
Production schedule		
Programme		
Promotion		
Refreshments		
Report		
Resources		
Rubbish disposal		
Security		
Shade		
Signage		
Sound		
Sponsors' requirements		
Staff		
Staff base		
Staging		
Stage Manager		
Stall holders		
Storage		
Telephone (site)		
Toilets		
Tool kit		
T-shirts		
Traffic		
Transport		
Travel		
Vehicles		
Vendors		
Venue		
Volunteers		
Water		
Waste management		
Weather contingency		
Other		

Do not work on the principle "it will be alright on the day". There is no substitute for thorough planning.

# Evaluations planning

Use this planning sheet to create your evaluations plan.

Name of programme/event: \_\_\_\_\_

Date of programme/event: \_\_\_\_\_

What information do we <i>really</i> need?	What is the best way to get this information?*
About participants (eg age, gender, where they live)	
About what participants thought (eg about the programme, food, cost, venue, promotion)	
Financial information (eg break even, profit, loss, funding sources)	
From staff (eg what did they think? how was it for them?)	
Objectives (eg did we meet them? why? why not?)	
What went well?	
What would we do differently next time?	
Other	
Other	
Other	

\* Ways of getting information could include: observing participants, comments and complaints, feedback sheet on wall for people to complete, casual interview through the programme/event, group discussion, questionnaire or survey, de-brief with staff and volunteers

# Participant survey

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

## Section one: questions about the programme

How did you find out about this programme/event?

word of mouth    
  brochure/poster    
  media (please specify) \_\_\_\_\_  
 other (please specify) \_\_\_\_\_

What were you expecting from the programme/event before you came along?

\_\_\_\_\_






\_\_\_\_\_

What did you like about the programme/event?

\_\_\_\_\_

\_\_\_\_\_

## What did you think about?

	very good 	good 	satisfactory 	poor 	very poor 	COMMENTS
the programme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
the leaders skills	<input type="checkbox"/>	<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"/>	<input type="checkbox"/>	_____
the cost	<input type="checkbox"/>	<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"/>	<input type="checkbox"/>	_____

Comments: is there anything else you would like to comment on? Please do so, we value your feedback.

\_\_\_\_\_

\_\_\_\_\_

## Section two: questions about you

We would like to ask you some questions about yourself. Your answers will help us to work out who is using our programmes. If there are any questions you do not want to answer, please leave them blank.

Are you                     male      female

How old are you?      0 – 19      20 – 39      40 – 59      60+

Which suburb do you live in?

Ethnic group you identify with

(please tick more than one box if you wish)   
 NZ Maori   
 NZ European   
 Pacific Islander   
 Asian                   
 Other

**Thank you for taking the time to fill out this survey.**

Please return it to \_\_\_\_\_

# Evaluation and reporting

Use the following questions as a starting point for evaluating your programme or event and any feedback that you have received. This information will be of interest to you, anyone running a similar programme in the future as well as your sponsors and funders.

For an evaluation report, you can write some factual information about each of the following, as well as including the financial and planning information listed at the bottom of the page. You can also fill in the spaces as you do your analysis.

## Summary of programme and participant satisfaction

### Programme description

Name of programme/event:

Date and time of programme/event:

Programme/event description:

### How many people attended?

men                       women                       children

### Age groups

pre-school                       child                       teen  
 adult 20-40                       adult 40-60                       adult 60+

### Where do they live?






### How did they get there?

own vehicle                       walked                       bus                       taxi  
 other

### How did they find out about it?

word of mouth                       radio                       flyer/poster                       announcement

### What did you think about?

	very good 	good 	satisfactory 	poor 	very poor 	COMMENTS _____ _____ _____ _____ _____
the programme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
the leaders skills	<input type="checkbox"/>	<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"/>	<input type="checkbox"/>	
the cost	<input type="checkbox"/>	<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"/>	<input type="checkbox"/>	

