

# Waimakariri Event Planning Guide



Produced by *Visit* Waimakariri

Promoting  
Waimakariri  
District

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# **The Event**

## **1.0 Introduction**

Congratulations you have decided to put on an event. You may be asking yourself the following questions .....

- Where do you start?
- Where do you host it?
- Who will come?
- How do we get them there?
- What are the council requirements?
- Where do we get the money?

Public events require much planning and there are many variables to take into consideration. This guide is designed to assist you in the process of organising your event and to help you with these variables. So good luck and remember with careful planning your event has far more chance of being successful.

## **2.0 How to use this guide**

This guide consists of two sections. The first section helps you through the process of organising the event. We recommend that you read through the guide first so you get the overall picture.

The second section of this guide is a series of templates that you can use as planning sheets. We give you examples of a budget, risk management, health and safety forms to name a few. You will find copies of these forms on our website, [www.visitwaimakariri.co.nz](http://www.visitwaimakariri.co.nz) to download for your use.

**You are welcome to contact Visit Waimakariri's Event Team for advice and support:**

**Visit Waimakariri**  
**143 Williams Street**  
**Kaiapoi**  
**Ph 03 327 5735**  
[events@visitwaimakariri.co.nz](mailto:events@visitwaimakariri.co.nz)



## 3.0 Developing the event

Right, you have an idea, so its time to flesh it out and see what it really looks like. What is the event all about? What activities might there be? Depending on where you are at with your idea there are a number of ways to gather this information. Whatever way you go remember to consider all ideas as from one idea another will generally sprout.

- **Brainstorming:** A great way to gather ideas. Bring together the people with the passion and the vision to brainstorm out what the day might look like. At this stage it is about capturing all the ideas without discussion. Let the mind go wild and see what comes out. Some ideas will spark others and you may be surprised with what ideas you end up with.
- **Group Discussion:** If you already have some ideas then a group discussion is useful to toss around proposals.

### 3.1 What is the objective of your event?

Be really clear about what the objectives of your event are. What is it that you want to achieve from your event? What will the result of the event be and how will you know if you have succeeded.

You should be able to state your objectives in bullet point form concisely and clearly e.g.

- To raise funds for local community groups
- To provide space for families to play together
- To celebrate the community and place where you live
- To create an awareness of your organisation / group

### 3.2 Who is your event for?

This is where you get specific about for whom you are tailoring your event.

Some example questions that you may need to answer:

- Who is your event program for?
- What ages?
- Where do they live?
- What are the cultural values or customs of your target group that may impact upon your program or event?
- What help do they need if any to come along to and join in the event?
- How do they get information about what is happening in the community? (Be specific, different areas of residency, youth get information from peers whilst families get a lot of information from schools, others may get from media)
- What else do you know about them that is important?

### 3.3 What does your target group or audience want?

All your ideas may be good ones; however now you need to assess what it is that your potential participants want. Your event needs to meet the needs of your community and or participants.

**Questionnaire:** Use this method to gather concrete information. Find out what your target audience wants to do and how much they can afford to pay. Be clear about what you want to find out and why. Sample questions maybe: What kind of activities and events does your target audience do or attend? What else is happening in the community for this group?

### 3.4 Making sure the event is a good idea

With more information under your belt – this is a very good time to go back and check out your idea. Does the idea fit with the audience? Are you giving your audience what they want? Will they come to your event? If your answer is no to any of these questions you need to go back to the drawing board. Don't get caught up with running an event because you think you have to or need to.

## 4. Planning the event

This is where you gather all the information and begin to tackle the process of bringing the day together. By compiling all information you can start assessing venues, equipment required, finances needed, volunteer pool required etc.

This information will also aid you with marketing, advertising, promoting, acquiring funding and sponsorship. It will also aid you to keep focused on the event you have chosen to run. You will find you will need to add more information to this form as your event becomes more concrete.

### Refer to Appendix 11.1 Event Planning Form

#### 4.1 The Overview

##### **Event Title:**

Choose a title that reflects the event and or audience.

##### **Date of event:**

Find out what other events are on around the time you want to hold your event. Make sure you don't compete with other events as this may lead to funding clashes as well as competing for your audience. To find out what events are on either check with the Events Calendar on [www.visitwaimakariri.co.nz](http://www.visitwaimakariri.co.nz) or contact Visit Waimakariri Events Co-Ordinator, ph 03 327 5735.

##### **Time and Length of Event:**

Think about the best time that suits your audience. Is it a weekend, a day, morning, night? How long does the event run for? Remember to check out other events that are on at the same time.

##### **Objectives:**

Clearly state what your objectives are. Not only will this keep you focused it will also help when applying for sponsorship.

##### **Event Outcome:**

Clearly state what the outcome of your event will be. Bullet points serve well as they are to the point and clear.

##### **Description of Event:**

You will need to be able to describe your event for news stories, advertising on websites, funding and sponsorship. Keep it brief and ensure you capture the essence of the event.

##### **Event Program:**

What is going to happen on the day? Make a list of what is going to happen on the day. The clearer this is the better the event will be on the day. Further down the track you will need to make an operational plan that will give you specific times for specific activities as you want them to occur on the day.

##### **Demographics of Participants:**

This is where you describe who your audience is; what age they are, where they come from. Funders will be interested in this detail to assess the economic and social benefits your event will have on the community or area.

##### **Number of participants:**

How many participants do you want at the event? This is important to know for decisions around possible toilet hire, parking, emergency procedures and health and safety to name a few.

**Number of entertainers/stall holders:**

How many stall holders/entertainers or other such like activities will you have at the event and where are they coming from? Funders will be interested in this detail for reasons of economic benefit to communities.

**4.2 Venue Requirements**

Be clear about what you will need for your event so you can make a good decision on your venue. Write yourself a checklist when looking for the venue. Ask questions such as:

- Does the venue have the appropriate facilities?
- Is the venue close to other services?
- Is there access for emergency vehicles?
- Are there adequate entry and exits for patrons – especially in bad weather?
- Is there enough space for crowd movement within the site?
- Is there provision for people with disabilities?
- Are there hazards in the area?
- Is it adequate for parking and allowance for traffic?
- What is the potential impact on the environment?  
Can you easily dispose of waste and refuse?
- What is the weather factors including shade?
- Is there adequate accommodation available close to the venue or in the district?

**Refer to Appendix 11.2 Venues of the Waimakariri District****4.3 Licences, permits and other Council requirements**

Talk to the Waimakariri District Council and find out what consents, permits and licenses you require.

- Advertising signs on road reserves
- Food and Liquor
- Noise
- Permits: Amusement Devices, Temporary Buildings, Fire
- Traffic Management Plans

**Advertising signs on the road reserve**

Approval must be obtained from the Waimakariri District Council's Roding Unit prior to event advertising signs being displayed on any part of the road reserve.

Applications must be in writing and be accompanied by a map showing the location of proposed signs. Advertising signs must not be attached to any traffic control sign.

Signs should comply with the appropriate rules in the District Plan. The Council will supply you information regarding this.

Signs may generally be displayed for up to 2 months unless the event is regionally important and either one-off or first of a series or example, a school jubilee.

**Alcohol**

If you want to supply alcohol at your event, you will need to obtain a special liquor license. A liquor ban is in effect in some public places.

There are guidelines about when and where liquor can be sold. Additionally you will be required to appoint one person to be in charge of liquor sale or distribution at your event. In some situations the licensing inspector may specify that a general manager's license is required.

There are costs associated with a special liquor license. In addition, you should allow at least six weeks when applying for your special license, as approval may need to be sought from various authorities. The Council is responsible for the issuing of liquor licenses in terms of the Sale of Liquor Act 1989. A license is required whenever liquor is sold to the public. Application forms are available from the Council reception, Customer Services.

### **Amusement Devices**

Amusement device operators (merry go round, Ferris wheel) are required to have a permit under the Amusement Devices Regulations 1978. A fee is payable, and the device must have a current Certificate of Registration from the Labour Department, and be inspected by Council inspectors once set up on site and prior to being used. Application forms are available from the Council's Customer Services staff.

### **Temporary Building Consents**

Structures such as tents, marquees, scaffolding etc may require a temporary building consent from the Council. Ensure that applications are made well in advance of the event.

### **Fire Permits**

Fire permits are required for fires in the open air during a restricted fire season. A rural fire officer must inspect the site and a permit must also be signed by the permittee. Fire permits are conditional.

Special fire permits - required for fires in the open air during a total fire ban. As for fire permits but tighter conditions apply.

### **Fireworks and Explosive Permits**

Fire works - fire permit required for fire works during a restricted fire season. Fire works are classed as fires in the open air.

### **Food Stalls**

If you are having food for sale at your event, you or your food traders will need to have licenses from the Council. Some food traders will already be licensed by the Council to operate in this District.

Fund raising barbeques and sausage sizzles must also be licensed.

Traders should allow 5 days for stalls to be approved. Collect an application form from Council reception, Customer Services.

### **Noise**

It is always best to discuss your requirements and arrangements with Council staff. There may be compliance with the District Plan matters. These are all specific to each site therefore by discussing these with the Council at the earliest opportunity problems can be addressed in time.

### **Road Safety**

Once again it is best that arrangements be discussed with council staff in the initial stages of planning the event, as there may be compliance with District Plan matters. Contact the Council and talk with the Environmental Officers.

If the event is happening on a street, it may require a road closure. The Council will liaise with external agencies (NZ Police, emergency services) on your behalf to gain approval for the road closure.

Applications for road closures must be received, in writing, at least eight weeks prior to the activity, as a lengthy public notice period is required.

When applying for a road closure you must advise how you will manage the closure for example marshals, equipment like barriers signs, cones and a map of the road closure area. Consideration must also be given to alternative arrangements for regular users of the road.

It is a legal requirement that road closures are advertised to the public. There may be advertising costs associated with this that the event organiser will be required to pay.

Contact the Council early to discuss the requirements of your road closure and to get advice on the best way to do things. The scale and impact of your road closure will affect your budget.

### **Traffic Management Plan**

A temporary traffic management plan is required for any activity that occupies the road carriageway (which includes the footpath) or any activity that may affect normal vehicle or pedestrian traffic.

Any person intending to hold an event on roads must involve a person qualified as an STMS. The STMS is a person who has been specifically trained in temporary traffic management and holds a STMS qualification. The Council may assist non-profit organisations with traffic management for community events including providing STMS services and some temporary traffic management control devices. STMS services and temporary traffic control devices may be sourced from road engineering consultants or roading contractors. Please note that there is a cost for this work and for some events it is their major expense.

### **4.4 Safety requirements**

By now you will have a better overview of what your event will look like and what activities you will be running. You need to think about what the safety requirements are for this event? If you are running the event on council land you will be required to submit a health and safety plan.

### **Risk Management**

You need to develop an effective risk management plan that identifies everything that could go wrong and then how it can be acted upon. Ensure that you apply this to all aspects of the event, financial, weather conditions, entertainers, power supply etc. Call your local Civil Defence Officer, Fire Service and Police to assist with the plan.

**Refer to Appendix 11.3 Risk Management Plan - Example**

### **Health and Safety Plan**

If you are holding the event in a WDC open public place you must provide the Council a Health and Safety Plan for your event. A Health & Safety Plan needs to list all the problems (hazards), which can occur, involving participants, or any other people during the activity. Specify what steps the organiser has put in place to eliminate, isolate or minimise the problems (hazards) that have been listed.

**Refer to Appendix 11.4 Health and Safety Plan - Example**

### **Emergency Procedure Plan**

An emergency plan should include an evacuation plan, a risk management plan and an emergency communications plan. The procedure, in case of emergency, needs to be clear and concise. Everyone involved in the event needs to have a copy of this plan and be informed on how to respond to an emergency.

**Refer to Appendix 11.5 Emergency Procedure Plan - Example**

### **4.5 Equipment and Supplies**

Assess the activities you will have and make a comprehensive list of all the equipment you require. Find out whether this equipment can be borrowed, begged or in the last case hired. If hiring equipment find out when you can pick it up and when it needs to be returned.

### **4.6 Insurance**

This is the insurance held by the organiser to provide protection against personal liability when there is a risk of damage, or a third party brings an action against you. For further information contact your local insurance broker.



## 4.7 Budget

By now you have a very clear idea of where you are heading with your event. Now you can plan out your budget as you will have an understanding about what this event is going to cost. Once you have completed your budget, it may change over time. Remember, keep your budget current and always inform anyone who has funded or sponsored your event an updated budget.

After the event you will be able to complete an actual budget to compare with the proposed budget. This will ensure that next time you run the event you will have a clearer picture of costs involved.

### Refer to Appendix 11.6 – Budget Example

## 4.8 Site Management

A well thought out site plan is vital to a successful flow of the event. Draw up a site plan detailing how your event is going to be laid out. Draw it to scale and work through every aspect of your event to make sure it all logistically fits together. Working through the plan will assist you with the details of power distribution, toilet location, public entry, security, rubbish management, table layouts, stage positioning etc.

Take the time to measure your venue accurately. This is the best time to plan whether what you want to happen can happen in this space. Do not rely on building plans and measurements, often they are wrong. Measure the venue yourself.

### First Aid

Provision of first aid/emergency medical services is crucial at any event where there is potential risk to participants, officials or the public. First aid services need to be visible and accessible. Ensure that first aid workers are also easily identifiable.

Contact St John Ambulance as they can recommend what you will need in order to fulfill the requirements of your event or for use of their service, for a fee.

Due to demands on St John Ambulance service, you need to book them early, the latest being 14 days in advance.

St John Event Coverage: Phone 0800 785 646 [enquiries@stjohn.org.nz](mailto:enquiries@stjohn.org.nz)

### Gate/Door Control

The door/gate control system should be simple and effective, affording as least congestion as possible.

Things to think about:

- The times when crowds will be greatest
- Staggering entry
- Allowance of time for patrons to get to event
- Exits to cater for large crowds to leave
- Staffing
- Clear roles, responsibilities and policies for door staff
- Clear signage for entry, exit points and policies re searching etc.
- Time allowance for searches of vehicles or individuals
- Access for staff and entertainers
- Access for wheelchairs
- Space and security for confiscated goods
- Systems for gate sales and monitoring numbers entering and exiting the venue
- Systems for pass outs
- Clear drop off and pick up points

## **Information and Communication**

Make your information desk, kiosk visible and easy to find. Have an effective communication system for those involved in the running of the event and ensure they have appropriate knowledge to deal with situations as they arise.

The managers, security, health and safety and emergency services need to be able to communicate with each other and with their own staff. Provide a contact list of key personnel and services to key staff to aid effective communication. Test your communication system prior to the event to ensure its effectiveness on the day.

## **Lighting**

The requirements of your lighting will make a difference to the requirements of your power supply. Be accurate with your needs to ensure you get your power supply right. It is wise to keep your lighting power supply separate from the sound power supply. You may like to think about having a generator set up to supply power in case of power failure to ensure the event is not totally compromised.

## **Parking**

Be realistic about the amount of cars you will expect to accommodate. Allow space and a system for patrons to park their vehicles. Think about possible overloads of roads that may cause lengthy and frustrating delays to patrons and residents. Have clear drop off and pick up points for taxis, buses, and private vehicles. Check with the council for cones they may provide for your use.

## **Power requirements**

You may need to set up a temporary power supply for your event or upgrade the existing one. Discuss your requirements with a qualified electrician, particularly one that has been involved in this type of work previously.

Spend time on this area, as your power supply is critical to the success of your event. Connect with your sound and lighting contractors when discussing power requirements to ensure you have all information and bases covered.

## **Refuse and waste**

The Event Organiser is responsible for organising and providing refuse bins/skips. These may require emptying during the event. It is your responsibility to remove the bins, skips and refuse after the event and to cover any costs incurred. This includes removing cigarette butts, litter, spills and stains. No refuse or liquids are to be dumped into storm water sumps. You should consider recycling cardboard, paper, bottles and aluminum.

## **Security**

Depending upon the type of event you may use security to help limit problems that can arise during the event for both staff and patrons. Good security can prevent confrontations and add to a good and safe environment. Talk to a security firm to discuss what requirements you may need and if you are using them involve them in the overall planning of the event and the risk management plan.

## **Signage**

Good signage aids in directing patrons to parking, camping, toilets, entrances, exits, food, water, first aid etc.

Locate signs in appropriate places so they can be seen. Signs relating to entry conditions and alcohol should be located so that patrons see them before entering the event and at any licensed area. Also see further information re signage under the regulations part of this toolkit.

## **Sound**

Quality of sound can make or break your event. Think of all the things that will affect sound. Know what your entertainers' requirements are.

This is another critical aspect of your event, especially if your event is musical. Make sure you have a sound system that meets the needs of your events. You will need to take wind into account, in outdoor events when planning for adequate sound. Talk through your needs with your sound contractor and provide full specifications of sound requirements for entertainers. Provide a clean power supply for all sound systems.

### **Toilets and Hygiene**

Provide adequate toilets for the number of patrons expected. Consider separate facilities for staff, entertainers and first aid services. Alcohol plays a huge part when deciding how many toilets are required. Portable toilet hiring companies will advise on necessary numbers.

Toilets need to be visible, well lit, well stocked with paper and serviced during longer events. Hand washing facilities must be available to ensure hygiene. Consider queue management in intervals or at times of high use. Advice is available from Waimakariri District Council.

### **Transport**

Think about whether or not to provide transport. Advantages of transport are that patrons can get to and from the event, promotion of responsible drinking behaviour and effectively reduces the amount of vehicles coming to the event.

### **Weather**

Long gone is the reliable high over the country. Prepare for the worst. If your event is outdoors, weather will influence the number of people who will attend. If wet the audience will be smaller and won't stay as long. Think about ways of protecting your audience from these conditions. Think about wind, rain and what that means to your event; marquees for shelter, walkways off the mud. Incorporating rain and wind into your plan will reduce your worry and stress.

**Refer to Appendix 11.7 Site Plan Checklist**

**Refer to Appendix 11.8 Council Requirements Checklist**

## 5. Bringing it all together

Okay so you know what it you want it to look like, you have an idea of what you need to do to make it happen so the day to day tasks are now upon you to bring your event to fruition.

### 5.1 The Committee, Roles and Tasks

Who do you need on your committee? Which groups or organisations could you get help from? Who might be part of a working party to help with planning and running the program?

Look at the skill base of the organising committee. You need people with sponsorship and fundraising experience, financial planning experience, organizational skills, good communication skills and people who have connections to media and/or business.

It is important to establish the right team with the right mix. Different skills will be required from the various members of your team or committee. The first person to be established is the coordinator as it will be this person that will maintain the overview of the event throughout the process of bringing it together and on the day. Below are some ideas of what roles and skills may be required from you team.

**Refer to Appendix 11.9 Committee, roles and tasks**

### 5.2 What needs to happen and when?

Getting things down on paper and establishing a time line is a way to get a view of what needs to happen, by when and by who. Having a plan will take the daunting and overwhelming feeling of 'bigness' away to be replaced by small practical steps towards the big picture.

**Refer to Appendix 11.10 Event Planning Time Line - Example**

### 5.3 Operational Plan for the Day

To ensure you event runs smoothly on the day create an operational plan. This plan shows what will happen at what time and will definitely aid the flow of activities on the day. It will help you to have the right equipment at the right place and also give everyone involved in the running of the event on the day the same information. Remember on the day if things don't go to plan, bend a little, be flexible, roll with it and have fun.

**Refer to Appendix 11.11 Operational Plan - Example**

## 6. Marketing and Promotion

It doesn't matter how well you have planned your event or have done your research. Nor does it matter how much money you have raised if you don't get your marketing and promotion of the event right! Plan how you are going to promote your event and how best to target your audience. If you have sponsors talk to them about ways in which they may be able to promote the event.

### Word of Mouth

This gets information a long way. Look for connectors in your community these are the people who naturally spread information far and wide. Talk to community and service groups. Get information to schools, churches and sports clubs to include in their bulletin.

### Community Notice Boards

Community notice boards are everywhere; supermarkets, libraries, recreation centres and community centres.

### What's On Waimakariri Events Guide

Get your event listed on our events page [www.visitwaimakariri.co.nz/events](http://www.visitwaimakariri.co.nz/events) for free! Select 'submit an event'. If your event is eligible it will also be published on our monthly printed events calendar which is displayed in district cafes, libraries, accommodation places, on roadside information kiosks and the Kaiapoi i-SITE Visitor Centre.

### Websites and Social Media

There are other websites that will list events free of charge (you will need to register for each of these sites)

[www.bethere.co.nz](http://www.bethere.co.nz)

[www.eventfinda.co.nz](http://www.eventfinda.co.nz)

[www.familytimes.co.nz](http://www.familytimes.co.nz)

[www.christchurchmums.co.nz](http://www.christchurchmums.co.nz)

List your event on any relevant Facebook pages eg. Visit Waimakariri, North Canterbury Mums & Events etc.

BNZ Rangiora and Kaiapoi offer a free service for advertising community events in the district on the big screens in the branch. Just pop into the branch and load the details of your event on the computers provided.

### Letterbox Drops

If you have the volunteers available to do this, it is a cost effective exercise and you can target your audience directly. Alternatively you can pay a company to do this for you.

### Newspapers

Make it easy for the media to promote you. Write interesting press releases, find angles that will make for interesting reading, provide good images for printing or set up opportunities for exciting photo shoots.

### Radio Stations

Some radio stations reserve time to broadcast free community listings. Post, fax or email your information to the station. Be mindful of what radio stations your audience listen to when deciding on what stations to approach. Compass FM is a good start for a local station.

### Television

This is not the easiest way to get exposure. However it is worth sending information to One News, Breakfast and TV3 news. They may be looking for a community story. Also weather bulletins feature community events.

**Refer to Appendix 11.12 Media Contacts List – current as at July 2017**

## 7. Sponsorship

Local events provide a great opportunity for businesses to advertise and gain recognition. The success in any sponsorship arrangement is on how good the fit is between the audience of the event and the sponsors market. Sponsors become involved in events for various reasons and it is important you find out why and work with them to assist them in achieving their objectives.

Ensure that contracts between yourself and sponsors are clear and you both know where the lines of the agreement lie. Sponsorship can come in the form of product, or in kind. Remember, your sponsors are important so be sure to allocate a person specifically to the role of sponsor liaison.

### **Introduction**

This is a description and background of the event. Include expected attendances, activities and the benefit.

### **How it Benefits the sponsor**

Explain how the sponsor fits into this event and what they will gain from being involved.

- Access to their target market
- Opportunity to raise profile
- Opportunity to develop links with the wider community

### **Event Details**

- Date and Times
- Venue
- Expected numbers and attendees
- Target Demographics
- Event Objectives and Expected Outcomes

### **Event Planning and Management**

State how and by whom the event is to be managed.

Detail whom your team is made up of, what they represent and some of the outstanding skills they bring to the organisation.

### **Promotion Plan**

Detail your marketing strategy, how you will promote and advertise the event.

### **Sponsorship Options**

Give the sponsors options of involvement as well as offering to tailor a package specific to their needs. You can offer them different levels of sponsorship, Gold, Silver and Bronze options.

### **Post Event**

Describe what you will provide in the form of a post event sponsor pack. This may include copies of all print material, advertising and media coverage where possible.

State how and what you will provide them with in regards to a debrief of the event.

There are many resources out there to help you.

Talk to the Visit Waimakariri Events Co-Ordinator to find out more, ph 03 327 5735.



## 8. Funding

Look to the local groups and services when looking for funding. Lions and Rotary may not be able to support you financially but they may be able to provide 'people power'. Visit your local pubs to source Pub Charity Application Forms, and research the organisations that fund local community type events. A list of possible funding sources has been included in this document.

<b>Rata Foundation</b>	
Level 1, 12 Hazeldean Road, Hazeldean Business Park, PO Box 1440 Christchurch 8140	E-mail: <a href="mailto:enquiry@ratafoundation.org.nz">enquiry@ratafoundation.org.nz</a> Free Phone: 0508 266 878 Telephone: 03 335 0305 Fax: 03 335 0308 <a href="http://www.ratafoundation.org.nz">www.ratafoundation.org.nz</a>
<b>Lotteries Grants (Community Matters)</b>	
Local Government and Community Via Internal Affairs	Telephone: 03 339 5538 Web: <a href="http://www.communitymatters.govt.nz">www.communitymatters.govt.nz</a>
<b>New Zealand Community Trust</b>	
New Zealand Community Trust P O Box 10857 The Terrace Wellington 6143	Telephone: 0800 44 69 28 E-mail: <a href="mailto:info@nzct.org.nz">info@nzct.org.nz</a> <a href="http://www.nzct.org.nz">www.nzct.org.nz</a>
<b>Creative Communities Scheme</b>	
Waimakariri District Council	03 313 6136

### Pub Charities

Licensed premises with gaming machines all have funds available, which can be applied for. Visit your local public bar for an application form. Applications are accepted at any time but be aware that different pub charities have different criteria. The following are the trusts that licensed premises will belong to: The Lion Foundation, The Southern Trust, Pub Charity Inc, Community Grants Foundation Inc.

### Funding Database

This is a free service that is available at Waimakariri District Libraries or you can view their website. It provides information on every funding source available in New Zealand.

[www.generosity.org.nz/](http://www.generosity.org.nz/)

Fund View

P O Box 1521

Wellington 6140

Email: [info@generosity.org.nz](mailto:info@generosity.org.nz)

Phone: 04 471 8900

### Chatter

Also look to Waimakariri District Council Community Newsletter – Chatter. There is often good funding information in this newsletter. To subscribe, call the Community Development Advisor, 03 311 8900.

## 9. Event Evaluation

By evaluating the event you get the big picture of how the event actually went. It is useful to find this out from the perspective of participants and the event organisation team.

Questions for the team are likely to be;

- What worked and what didn't?
- Were the objectives achieved?
- Who was the actual audience?
- What things would you do differently next time?

Evaluating the participants happens on the day of the event by observing them, having casual conversations, or by conducting a formal survey. If possible at events it is useful to find out where your participants came from and how they found out about the event. This can be done easily if there is an entry fee as this is an ideal time to ask. Another method of collecting information is through selling raffle tickets and asking the questions at point of sale.

If you require help in putting together a survey contact Visit Waimakariri's Events Team, 03 327 5735.

## 10. Contacts

### Event Co-Ordinator

For help with the specifics of events, to find out what else is on, for information regarding other resources contact Visit Waimakariri's Event Team, 03 327 327 5735 or [events@visitwaimakariri.co.nz](mailto:events@visitwaimakariri.co.nz)

### Accommodation

Talk with the Kaiapoi i-SITE Visitor Centre to help you with booking accommodation or other activities in the area. 03 327 3134 ext 1 [info@kaiapoivisitorcentre.co.nz](mailto:info@kaiapoivisitorcentre.co.nz)

### St John – First Aid

0800 785 646 or [enquiries@stjohn.org.nz](mailto:enquiries@stjohn.org.nz)

### District Council

Waimakariri District Council 03 311 8900 [www.waimakariri.govt.nz](http://www.waimakariri.govt.nz)

- Environmental Health Officers
- Customer Service Officers
- Duty Resource Planner

Oxford Service Centre 03 311 9005  
Kaiapoi Service Centre 03 375 5009

### Police and Traffic Safety

Rangiora Police 03 313 6167  
Kaiapoi Police 03 371 8040  
Oxford Police 03 312 1050

### Civil Defence Emergency Management

Civil Defence Officer: 03 313 6136

### Fire Services

Fire Officer WDC 03 311 8900

## Appendix 11.1: Event Planning Form – Overview

Event Title	
Date of Event	
Time and Length	
Demographics of your participants	
Objectives	
Event Outcomes	
Description of Event	
Program	
Number of Participants	
Number of entertainers and stall holders	
Venue Requirements	
Licences, Permits and consents required	
Site Management	
Safety Requirements	
Equipment and Supplies	
Insurance	
Budget Summary	
Marketing Summary	
Sponsors	
Funders	

## Appendix 11.2: Venues of Waimakariri District

Due to the frequent changes to the District's venues as a result of the earthquakes, the information on the venues can be viewed and downloaded from:

[www.visitwaimakariri.co.nz/assets/Uploads/Venues-in-the-Waimakariri-District.pdf](http://www.visitwaimakariri.co.nz/assets/Uploads/Venues-in-the-Waimakariri-District.pdf)

This information is available as an alphabetical list and a full information list of the venues.

You are also welcome to contact Visit Waimakariri's Event Team to discuss your venue requirements.

## Appendix 11.3: Risk Management – Hazard Identification

**Example – Please note that this is not for a specific event**

<b>Identified Risk</b> (People and Practice, Equipment and Facility, Environment)	<b>Like- lihood</b>	<b>Severity</b>	<b>Contingency</b>	<b>Who</b>	<b>Action/Response</b>	<b>When</b>
It rains and/or there are high winds making it impossible to run the event	3	4	Postpone	John Smith	Phone radio stations	On the day
Someone is cut from sharp litter object	4	2	Inspect site prior to event. Crew to collect throughout the day	Crew	Take to First Aid tent for assessment, treatment and/or referral	Immediately
Toilet facilities are overloaded	2	4	Have 6 extra toilets on standby	Eric	Arrange for toilets to be installed. Inform all staff	On advice of staff
Electrical Hazards – tripping over wires	2	4	Electrician to install and isolate, where needed all supplies for event	ABC Electrical	Contact ABC to deal to problem	On advice of staff
Accidents/Anti social behaviour	4	3	Have security working the grounds to ensure environment is safe	Security Firm	Security to follow procedures as outlined in plan. Other staff to be advised.	Immediately
Fire in facility	2	4	Have Wormald Fire Extinguishers on site by food stalls and stage. Have staff briefed on procedure. Have allocated space for crowd to go.	Coordinator	Have announcer and staff direct crowd to prearranged place.	Immediately

<b>Rating Legend</b>		
	<i>Likelihood</i>	<i>Severity</i>
1	Rare	Insignificant
2	Unlikely	Minor
3	Moderate	Moderate
4	Likely	Major
5	Almost Certain	Catastrophic

## Appendix 11.4: Health and Safety Plan - Example

Name of organisation and postal address	
Name of person/people in charge of event (with designations and addresses)	
Event (give title and describe activity)	
Date of event	
Duration of event	
Location of event	
Frequency of event (give information about how often this event is staged)	
Attendees (give range of people and approximate numbers expected)	
Services provided (describe the services that will be on site such as food vendors, instructors, and marshals)	
Management (describe who will be supervising various parts of the activity)	
Experience (describe the amount of experience of the people responsible for running the event)	
Provide details of First Aid Provision	
Provide details of shelter provided i.e marquees etc	
What Food vendors will you use and where are they to be located?	



How many toilets will you provide?	
Noise Control – Do you anticipate problems? Have you spoken with appropriate Environmental Health officers at the council?	
Who will ensure the parking facility is left tidy?	
What is the name of the security firm you are using?	
Risks (describe the types of accidents/injuries that might occur during the event)	
Precautions taken (describe the actions that will be taken to minimise the risks identified)	
Insurance Company	
Policy Details	

## Appendix 11.5: Emergency Procedures - Example

### Earthquake Procedure

- Keep calm
- Keep clear of glass and the stage
- Evacuate if necessary
- Keep a vigilant look out for staff, volunteers and public
- Instruct those outdoors to take suitable cover as necessary

### Once Earthquake is over

- Confirm that all facilities are fit for use
- Confirm that all equipment and storage areas are safe and operating correctly
- Assess all areas for staff and public safety

### Fire

- Alert all staff and persons as soon as possible
- Indoors – activate fire alarm
- Make sure all staff and person are well away from the area concerned, taking particular care for the young, elderly and disabled
- Inform members of the public to the evacuation procedures and instruct them to leave the area immediately.

### First Aid Procedure

- If there is any doubt to the extent of any injury, treat the matter as serious. Ensure the safety of the scene and self as well as the injured person. Assess the seriousness of the injuries or illness and summon appropriate assistance.
- The event may have on attendance St Johns. Any instructions by them or other qualified first aid staff must be followed immediately.
- Major accidents requiring medical attention, the patient should be transported to either local medical centre or accident and emergency unit at Christchurch Public Hospital.
- Accident/Incident forms must be filled out

## Appendix 11.6 Budget - Example

Income (GST Inclusive)		Expenditure (GST Inclusive)	
Gate Sales (1,500 @ \$5.00)	7,500	Event Managers Fee	5,000
Raffle Tickets (500 @ \$2.00)	1000		
Stall Fees ( 10 @ \$50.00)	500	Advertising – Print	1,500
		Advertising – Radio	500
Advertising Revenue	500		
Bank Interest	200	Equipment Hire	2,500
		Venue Hire	1,000
Sponsor A	1000		
Sponsor B	500	Performers fees	2,000
Donations	1,500	Performers Accommodation and Meals	350
		M.C	400
Cash contribution of organization	3,000		
		Printing	1,750
Grant A	1,500		
Grant B	1,000	Security	1,500
		Road Closure	600
Waimakariri Events Funding Request	1,000	First Aid	200
<b>TOTAL</b>	<b>\$19 200</b>	Administrator Wages	500
		Postage, Phone, Stationery	500
		Insurance (Inc Public Liability)	900
		<b>TOTAL</b>	<b>\$19,200</b>

## Appendix 11.7: Site Map Checklist

	✓		✓
Entrances and exits		Emergency access route	
Vehicle access paths		Pedestrian routes	
Parking		Stage location	
Food and liquor outlets		Security and police locations	
First aid posts		Rest areas	
Seating		Toilets	
Lost children		Water outlets	
Safety fencing		Phones	
Rubbish bins		Information centre	
Communication centre		Media centre	
Centre for emergency services			
Notes			

## Appendix 11.8: Discussion with Local Council Checklist

Size of the crowd expected	<input type="checkbox"/>	Emergency vehicle access	<input type="checkbox"/>
Timing of the event (include set-up and pack out)	<input type="checkbox"/>	First aid provisions	<input type="checkbox"/>
Duration of the event	<input type="checkbox"/>	Noise assessment	<input type="checkbox"/>
Impact event will have	<input type="checkbox"/>	<b>Food and liquor requirements</b>	<input type="checkbox"/>
Location/venue	<input type="checkbox"/>	Toilets	<input type="checkbox"/>
<b>Health &amp; safety plans</b>	<input type="checkbox"/>	Security	<input type="checkbox"/>
<b>Traffic management plans</b>	<input type="checkbox"/>	Parking	<input type="checkbox"/>
Public transport	<input type="checkbox"/>	<b>Temporary structures incl. staging</b>	<input type="checkbox"/>
<b>Insurance – including public liability</b>	<input type="checkbox"/>	Power and water	<input type="checkbox"/>
Number of participants	<input type="checkbox"/>	Parking restrictions	<input type="checkbox"/>
Parades and marches: route, assembly time, departure time, finish time, vehicles and floats	<input type="checkbox"/>	<b>Generator and marquee permits</b>	<input type="checkbox"/>
Special effects	<input type="checkbox"/>	<b>Road closure required</b>	<input type="checkbox"/>
<b>Site plan</b>	<input type="checkbox"/>	<b>Regulatory licenses</b>	<input type="checkbox"/>
Clean up	<input type="checkbox"/>	Charges for events	<input type="checkbox"/>
Consultation	<input type="checkbox"/>	Food and drinking water provision	<input type="checkbox"/>
Sewerage disposal	<input type="checkbox"/>	Waste disposal	<input type="checkbox"/>

## Appendix 11.9: Possible Roles and Tasks

### **Event Coordinator**

#### **Primary Responsibility**

- To coordinate the event
- To become part of the planning team having oversight of the whole procedure required to make the event a success
- To Liaise with and develop a positive working relationship with local community, organisations, schools, businesses and the organising committee and event crew

#### **Personal Attribute/Experience**

- Positive and enthusiastic and well organised
- Good communicator
- Reliable
- Accountability
- Sense of humour
- Event organisation and/or project management experience

#### **Tasks**

- Develop timeline and clarify areas of responsibility
- Delegate tasks and ensure timelines are met
- Network with participating community groups/organisations
- Provide regular feedback to organising committee
- Ensure minutes of each meeting are recorded and forwarded to appropriate parties
- Support members of the crew regarding their areas of responsibility
- Liaise with the media and promotional crew re the event
- Work within budgetary constraints
- Ensure that practical tasks are synchronized for the day
- Submit a written evaluation report to organising committee

#### **Other people and skills you will require:**

#### **Financial Role**

- Draw up Budget
- Keep track of expenditure and adjust budget accordingly
- Report to Event committee with budget updates
- Final report on budget post event

#### **Legal Role**

- Permits
- Consents
- Insurance
- Contracts
- Other legal responsibilities

#### **Marketing Role**

- Establish Promotion and Advertising Plan
- Draw up Marketing Budget
- Ensure all promotion and advertising occur on time
- Work in with Sponsorship Manager

#### **Operations Role**

- Site Management
- Security management
- Communications and contacts
- Staff provisioning
- Hire equipment and pick up
- Waste Management



**Safety Role**

- Risk Management Plan
- Health and Safety Plan
- Alcohol Management Plan
- Traffic Management
- Waste Supply Management
- Food Management
- Public Safety Management
- Public Health Management
- Emergency and Evacuation Scheme

**Sponsorship Role**

- Obtain Sponsors
- Maintain ongoing relationship with Sponsors
- Keep sponsors informed on any changes including budgetary
- Collect and distribute products
- Report back to sponsor post event

**Fundraising Role**

- Identify and write funding applications
- Identify avenues for raising funds

## Appendix 11.10: Event Planning Time Line - Example

Please note that these are only examples of tasks and you will add and/or create tasks specific to your event

<b>Pre-Event Planning Stage Checklist</b>	<b>Completion</b>	<b>Who by</b>
Establish Event Organising Committee <ul style="list-style-type: none"> <li>Identify delegated responsibilities</li> </ul> Funding and sponsorship <ul style="list-style-type: none"> <li>Ensure adequate funding allocation for emergency services and health</li> </ul> Check local and regional event calendars           Research events of a similar kind           Select appropriate venue           Apply for permits and licenses           Contact emergency services I e, police (district HQ), fire, etc           Identify and contact key stakeholders           Identify relevant laws and regulations		
<b>Event Development Stage Checklist</b>	<b>Completion</b>	<b>Who by</b>
Conduct pre-event planning <ul style="list-style-type: none"> <li>Core event team</li> <li>Sub group meetings (With liaison to core team members)</li> </ul> Establish incident management team (large events)           Develop site plan           Develop hazard identification checklists           Prepare risk management plans           Prepare emergency plans		

Prepare evacuation plans Prepare crowd control plans Establish Communication Plans <ul style="list-style-type: none"> <li>• Radio</li> <li>• Public</li> <li>• Media</li> </ul> Other		
<b>Event Day Checklist</b>	<b>Completion</b>	<b>Who by</b>
Complete Site Check <ul style="list-style-type: none"> <li>• Food</li> <li>• Water</li> <li>• Toilets</li> <li>• General safety</li> <li>• Traffic/vehicle controls</li> </ul> Brief emergency services Implement radio communications plan Brief incident management team (Large Events) Information desk/kiosk set up complete and briefed. General notes		
<b>Post Event</b>	<b>Completion</b>	<b>Who by</b>
Post Event debrief and evaluation meeting Completion surveys Make recommendations for safety Compile evaluation report		

## Appendix 11.11: Operational Plan for the Day – Example

### **Crazy Daisy Event**

**Venue:** Town Hall

**Date:** Today

**Time:** 1pm – 4pm

#### **Contacts**

Event Coordinator	Site Manager	First Aid
Sound	Publicity	Food Vendors
Parking	etc....	

#### **Time Line**

9.00 am	Set up site
10.00 am	Food vendors arrive and set up
11.30 am	Band and sound arrive and set up
12.00 pm	Parking crew briefed
12.30 pm	Kids entertainment set up

Event	
1.00 pm	MC introduction
1.30 pm	Band plays
1.40 pm	Pony Rides
2.00 pm	The Great Bed Race
3.00 pm	Ms Crazy Daisy
4.00 pm	Wrap up
4.30 pm	Portaloos/stage etc removed
5.30 pm	Final check of venue

## Appendix 11.12: Media Contacts

### Newspapers – North Canterbury

Fairfax Media	<a href="mailto:cantysupport@fairfaxmedia.co.nz">cantysupport@fairfaxmedia.co.nz</a>	03 943 2451
Northern Outlook	<a href="mailto:shannon.beynon@fairfaxmedia.co.nz">shannon.beynon@fairfaxmedia.co.nz</a>	03 313 6183
The News	<a href="mailto:info@thenewsnc.co.nz">info@thenewsnc.co.nz</a>	03 313 2840
Essence Magazine	<a href="mailto:enquiries@essencemagazine.co.nz">enquiries@essencemagazine.co.nz</a>	03 313 1811
Kaiapoi Advocate	<a href="mailto:sandra@kaiapoiadvocate.co.nz">sandra@kaiapoiadvocate.co.nz</a>	03 327 7622
Mainland Press	<a href="mailto:shane@starmedia.kiwi">shane@starmedia.kiwi</a>	03 364 7429
(The Star, Pegasus Post, Southern View, Nor'West News, Western News)		

### Community Newsletters - North Canterbury

Chatter	<a href="mailto:madeleine.burdon@wmk.govt.nz">madeleine.burdon@wmk.govt.nz</a>	03 311 8900
North Loburn Local News	North Loburn School	03 312 8852
Woodend - Woodpecker	<a href="mailto:richardandrebecca@xtra.co.nz">richardandrebecca@xtra.co.nz</a>	
Oxford -The Bulletin	<a href="mailto:oxford@wmk.govt.nz">oxford@wmk.govt.nz</a>	03 311 9005
Oxford Observer	<a href="mailto:fiona@oxfordobserver.co.nz">fiona@oxfordobserver.co.nz</a>	03 312 3587
Cust - Custodian		03 312 5753

### Newspapers - Canterbury

The Press – 48 Hours	<a href="mailto:48hrs@press.co.nz">48hrs@press.co.nz</a>	03 379 0940
The Christchurch Mail	<a href="mailto:enquiries@themail.co.nz">enquiries@themail.co.nz</a>	03 379 0940
Christchurch Star	<a href="mailto:barry@starmedia.kiwi">barry@starmedia.kiwi</a>	03 379 7100
Sunday Star Times (Chch Office)	<a href="mailto:feedback@start-times.co.nz">feedback@start-times.co.nz</a>	03 366 6627
Mainland Press		03 384 0600

### Magazines – Canterbury

Latitude	<a href="mailto:julie@lattitudemagazine.co.nz">julie@lattitudemagazine.co.nz</a>	03 308 6638
Avenues	<a href="mailto:editor@avenues.co.nz">editor@avenues.co.nz</a>	
Metropol	<a href="mailto:editor@metros.co.nz">editor@metros.co.nz</a>	03 343 3669

### Community Newspapers - Canterbury

See above Mainland Press		
Central Canterbury News – Selwyn District		03 313 6183
Canterbury Today		03 961 5098
Korea Review	<a href="mailto:kr@netzealand.com">kr@netzealand.com</a>	03 377 3744
Iball (monthly)	<a href="mailto:lincolntan@xtra.co.nz">lincolntan@xtra.co.nz</a>	03 355 6033
New Zealand Messenger (weekly)	<a href="mailto:mediamanager@eminz.co.nz">mediamanager@eminz.co.nz</a>	09 532 9780
Asian Media Group (monthly)	<a href="mailto:asianmedia@inet.net.nz">asianmedia@inet.net.nz</a>	03 337 6237
Christchurch Ethnic Council (monthly)	<a href="mailto:surindertandon@clear.net.nz">surindertandon@clear.net.nz</a>	03 325 3114
The Japanese Society of Canterbury	<a href="mailto:info@jsc.org.nz">info@jsc.org.nz</a>	03 940 9495
Family Times	<a href="mailto:admin@familytimes.co.nz">admin@familytimes.co.nz</a>	03 355 9186
Tearaway	<a href="mailto:rain@tearaway.co.nz">rain@tearaway.co.nz</a>	04 471 0102
Tots to Teens	<a href="mailto:editor@totstoteens.co.nz">editor@totstoteens.co.nz</a>	09 412 5123
Tourist Times	<a href="mailto:enquiries@touristtimes.co.nz">enquiries@touristtimes.co.nz</a>	0800 151 525

## Television

TVNZ (TV One & TV2)  
TV3 & TV4 Networks  
Prime Television  
CTV

[newsch@tvnz.co.nz](mailto:newsch@tvnz.co.nz)

03 961 8585  
03 961 3102  
0800 759 759  
03 377 7033

[news@ctv.co.nz](mailto:news@ctv.co.nz)

## Radio

Classic Hits  
Hauraki  
Mai FM  
More FM  
Newstalk ZB  
Plains FM  
Radio Live  
Radio New Zealand  
Radio Sport  
RDU  
Solid Gold FM  
The Breeze  
The Edge  
The Rock  
The Sound  
ZM Online  
Compass FM  
Just FM

[www.classichits.co.nz](http://www.classichits.co.nz)  
[www.hauraki.co.nz](http://www.hauraki.co.nz)  
[www.maifm.co.nz](http://www.maifm.co.nz)  
[www.morefm.co.nz](http://www.morefm.co.nz)  
[www.newstalkzb.co.nz](http://www.newstalkzb.co.nz)  
[www.plainsfm.org.nz](http://www.plainsfm.org.nz)  
[www.radiolive.co.nz](http://www.radiolive.co.nz)  
[www.radionz.co.nz](http://www.radionz.co.nz)  
[www.radiosport.co.nz](http://www.radiosport.co.nz)  
[www.rdu.org.nz](http://www.rdu.org.nz)  
[www.solidgoldfm.co.nz](http://www.solidgoldfm.co.nz)  
[www.thebreeze.co.nz](http://www.thebreeze.co.nz)  
[www.theedge.co.nz](http://www.theedge.co.nz)  
[www.therock.net.nz](http://www.therock.net.nz)  
[www.thesound.co.nz](http://www.thesound.co.nz)  
[www.zmonline.com](http://www.zmonline.com)  
[www.compassfm.org.nz](http://www.compassfm.org.nz)  
[www.justfm.nz](http://www.justfm.nz)

03 311 7101  
03 327 4108

## Websites

[www.visitwaimakariri.co.nz](http://www.visitwaimakariri.co.nz)  
[www.bethere.org.nz](http://www.bethere.org.nz)  
[www.eventfinder.co.nz](http://www.eventfinder.co.nz)  
<http://library.christchurch.org.nz/cinch/>  
[www.newzealand.com](http://www.newzealand.com) to register [www.register.nztb.co.nz](http://www.register.nztb.co.nz)