Guide to
Community Events
Making your event a success

CITY OF Armadale

Contents

Introduction

A public event is an effective way of bringing together the community and showcasing your group and its objectives. Events can be held annually, biannually or one off. Regardless of the number or frequency of your event there is a significant amount of planning that needs to be undertaken to ensure your event runs smoothly. This booklet is a resource to guide you through the event planning process including liaising with the City of Armadale for approvals to ensure your event is a great success.

Public events include:

- Fairs, festivals and craft shows

- open days and celebrations

- cultural performances, concerts and exhibitions

- street parties, car boot sales, fundraisers and street markets.

Step 1: Idea into action

Events are often born from ideas driven by an important need or issue in the community that people feel passionate about. As a result, a group of people get together to put their ideas into action.

Start with a committee

The event organising committee will be responsible for all aspects of your event. Some key roles of committee members include:

Chairperson

sets agenda, runs meetings and acts as spokesperson for the event.

Secretary

writes and distributes minutes of meetings and handles administration duties.

Treasurer

monitors event budget and keeps records of all financial documentation.

Depending on the size and format of your event, you may also need to delegate tasks to a:

Fundraising Coordinator

responsible for grant applications, sponsorship and fundraising activities.

Stage/Production Coordinator

manages stage equipment and entertainment.

Stall Holder Coordinator

supervises food venders, displays and stalls.

Marketing Coordinator

responsible for promotion, advertising and media releases.

Volunteers Coordinator

liaises with people who are volunteering at the event.

Define aims and objectives

Once you have established your event committee you need to determine your aims and objectives.

Is the event being held to increase awareness of your group or a particular issue, celebrate a cultural day of importance, fundraise or sell artworks/craft products, build community spirit or entertain the public?

The purpose behind the event will help determine many essential factors including:

- time and date
- venue
- target audience
- resources
- format.

It may be helpful to research similar events to determine what did and didn't work and what you may wish to try before you start to plan your event. Attend other events, talk to other community groups and the general public about what worked for them.

Consider how you will evaluate that your aims and objectives were achieved after the event. This will help you ensure each event is successful and achieves what it sets out to.

Step 2: Planning

This step involves brainstorming to bring all ideas together – you should consider the following:

The theme of the event

- Who is the target audience? Is the event for local residents or local businesses, or is it specific to gender, age or cultural background?
- Where the event will be held?
- Is this venue suitable for the theme and target audience?

Event budget

- Is funding or sponsorship needed?
- How the event will be promoted?
- How many staff/volunteers are required to facilitate the event?
- Is any specific equipment or service required?

Event timing

- When will the event be held? What time of year and on what day of the week?
- How long will your event run for?
- Are other events happening in the area? What time and location are they in relation to yours?
- Will there be entertainment, music and performances, rides, activities, stalls or catering?

Resources

- Will you need specific facilities or equipment such as portable toilets or personnel such as security or first aid services?
- What are the main tasks in organising the event and who is responsible for each task?
- What are the deadlines for each stage of the event management procedure?

Evaluating success

- How will you evaluate the event?
- What records will be kept?
- How will success be measured (attendance, participation, profits)?
- Who will evaluate the project?

Develop your ideas into a plan

There are a range of tools and resources available on the internet that can help you turn your ideas into a working project plan.

Event budget

Create and maintain a realistic budget throughout the event planning process. This is essential to ensure you do not overspend.

When developing an event budget:

- cost out all aspects of the event separately
- confirm all funding/sponsorship in writing
- stick to your budget – make cuts if necessary
- keep records of all invoices and receipts

Tip: *Before locking in any contractor, be sure to get quotes and negotiate the pricing and services right for you – many contractors will give community groups a special rate. Add up the likely costs from all the contractors you want to engage to ensure it fits within your budget.*

Funding your event

Sponsorship and other funding support are usually essential for staging a successful community event. Ensuring the financial viability of an event is particularly important if you intend to conduct the event on an annual basis.

Event organisers should pursue several funding options, as a larger support base will ensure the event can proceed should one source of funding become unavailable. Community groups that demonstrate resourcefulness and initiative in sourcing funds and support are viewed favourably by funding bodies.

Opportunities for support include:

- grants programs
- sponsorship from local business
- donations
- in-kind support.

Grants and Funding Programs

Government departments and other organisations have various funding programs designed to support a range of event types. Each funding program has its own eligibility criteria and conditions of funding and it is important to consider these before submitting an application. Most grants and funding programs require applicant groups to be incorporated or auspiced by an incorporated organisation (see page 23).

Grants from the City of Armadale

The City of Armadale has a Financial Assistance Program to support local groups and not-for-profit organisations providing services that benefit the Armadale community. The funding program includes community grants, annual contributions, donations and sponsorship.

Community Grants:

These are small grants up to $2000 for local community group activities, projects and equipment. There are two funding rounds each year, closing at the end of March and the end of September.

Sponsorship:

Major events attracting visitors to the region may be eligible to apply for the City's Sponsorship Funding. This is usually done by expression of interest in March each year.

Donations:

One off donations are also available to community groups.

For more information about City of Armadale grants, donations and sponsorship, visit https://www.armadale.wa.gov.au/community-support

Useful resources

Funding Centre	www.fundingcentre.com.au
Philanthropy Australia	www.philanthropy.org.au/seek-funding
Healthway	www.healthway.wa.gov.au
Lotterywest	www.lotterywest.wa.gov.au/grants

The City of Armadale Community Development Officer – Community Partnerships may also be able to provide you with some information and advice about potential grant funding.

Tips for submitting funding applications

- Be mindful that the funding organisation's assessment process for applications can take up to four months, and retrospective applications (seeking financial support for events already held) are ineligible.

- Note the application deadline and plan a timeline to complete and submit your application. The need to gather supporting documentation may mean the application process is more time-consuming than expected.

- Read the eligibility criteria and funding guidelines carefully, and clarify any questions you have about the criteria and the conditions of funding with the funding body well before the deadline.

- Propose a realistic and carefully considered budget. Be as detailed as practicable about the event's income and expenditure, and ensure they total correctly.

- Ensure all sections of the application are completed and all required documentation is attached. Complete the application checklist if one is provided.

Obtaining sponsorship

A sponsor is an organisation or a business that supports your event financially or with in-kind support, in return for public recognition. This may include acknowledgement of support on promotional material and publicity, a logo on promotional material or signage at the event.

Ideally, your sponsors will share your organisation's values and objectives and have a target market similar to that of your organisation and the event.

When approaching potential sponsors (usually by correspondence) describe the event and its aims, theme, date and other relevant details. Describe the support you are seeking and the potential benefits to the sponsor that will result from their support.

> **Tip:** *Remember a sponsorship should be a mutually beneficial relationship and should benefit both parties. Think about what your group can provide that the sponsor might find beneficial, and what they can provide you. Sponsorship could include non-financial support such as printing, postage etc.*

Once you have sent the letter seeking support it is important to follow up with a phone call to seek a meeting to discuss your project and potential partnership in more detail.

If the organisation is keen to sponsor your project, it is a good idea to draw up an agreement so that both parties are clear about expectations and outcomes.

At the completion of your project, it is important to report back to the sponsor to demonstrate the success of your project and the value they have achieved in supporting your organisation.

Marketing and promotion

Marketing and promoting your event correctly is essential to ensure you reach your target audience and have a high attendance on the day.

Depending on the event objectives and budget, the following methods of promotion will help create interest in and improve public awareness of the event:

- **Flyers** - should have a simple, attractive design to catch people's eye. Ensure you distribute them to the appropriate areas (i.e. households surrounding the event area).

- **Posters** - can be displayed in cafes, local schools, shopping centres, community facities, recreation centres and community notice boards. Ensure you ask for permission before putting up your poster.

- **Internet** – the City of Armadale has a community events calendar on its website, https://www.mycommunitydiary.com.au/Western_Australia/City_of_Armadale. Also submit information to community websites or e-newsletters from appropriate organisations.

- **Signage and banners** - ensure you have approval before erecting any signage.

- **Media releases** – call the media to tell them about your event and ask if they would be interested in writing a story (for newspaper) or hosting an interview (for radio) in the lead up to it. This can be a great way to generate free publicity.

- **Advertisements** - in the form of Facebook/newspaper/television/radio (depending on the size of your budget).

Enjoy Perth	www.enjoyperth.com.au
Community Newspapers	www.communitynews.com.au
What's On	www.whatson.com.au
Eventfinda	www.eventfinda.com.au
Around you	www.aroundyou.com.au

- **E-newsletters** – The City of Armadale has a Community Chat e-newsletter that promotes community activities and stories. To include your event in Community Chat contact Community Development on csadministration@armadale.wa.gov.au. Also consider who else may be sending out newsletters that could include your activity such as schools, real estate agents etc.

- **Word-of-mouth** – don't underestimate the effectiveness of word-of-mouth promotion. Get people talking about your event and make sure you ask them to share it amongst their networks.

- **Social Media**
  - Facebook
  - Instagram
  - Snapchat
  - Twitter
  - Blogs

When is a Public Event Notification Form Required?

A Public Event Notification Form is required for all public events and some large private events. If you're not sure please call us to confirm.

The following occasions held at City community facilities are considered private events:

- birthday parties
- family/work get-togethers
- end of season sports get-togethers
- wedding ceremonies.

None of the above occasions are considered a public event as they are typically invite only where all guests would have a personal connection with the host or all of those attending are involved in the same organisation. The City does require notification from a resident when these type of activities occur so the use of the reserve can be recorded and staff can then be in a position to advise the user of any other activities in the location on the day.

Additional approvals may be required if the activity includes bouncy castles, alcohol consumption, loud music and the selling of food. Enquiries should be made to info@armadale.wa.gov.au.

Public Event Guidelines

Category	Attend-ance	Characteristics	Example of event	Departments	Time frame for approvals	Forms required to be completed
A	500+	Reserve booking Grant required to run event Promotion to the entire council area Temporary road closures Major infrastructure required Selling of food Laser and pyrotechnics Serving of alcohol	Community Concert Triathlon Race Festivals	Health Services Recreation Services Parks and Reserves Team Events Team Property Services Waste Services Ranger and Emergency Services Marketing and Communications Team Department of Mines, Industry Regulation and Safety Department of Racing Gaming and Liquor WA	6 + months	Facility Booking Form Public Event Notification Form Credit Card Authorisation Form New Public Building Application Form (1 month) Temporary Food Stall Application (1 month) Temporary Road Closure Application (2 months) Grants and Donations Application Form Form 5: Electrical Compliance Risk Management Plan > 1000 people
B	100-500	Reserve booking May need grant to run event Minor infrastructure Selling of food Promotion to one or two suburbs	Christmas Carols Fundraising Event School Fete Outdoor Movie Night Year end functions	Health Services Recreation Services Parks and Reserves Team Events Team Property Services Waste Services Ranger and Emergency Services Marketing and Communications Team	2 months	Facility Booking Form Credit Card Authorisation Form Public Event Notification Form Temporary Food Permit
C	100<	Reserve booking No grants required to run event No infrastructure No selling of food Promotion only to residents surrounding the venue Duration< 4 hours	Special Occasion Church Service	Health Services Recreation Services Parks and Reserves Team	1 month	Facility Booking Form Credit Card Authorisation Form Public Event Notification Form

Step 3: Organising

Organising your event requires good time management to ensure your event day runs smoothly. At this stage remember delegation is essential.

Choosing the right venue in the City of Armadale

Matching your event with the best venue is an essential ingredient for success.

Parks and Reserves

A fair, festival, craft show or open day might be best suited to an outdoor venue. The City of Armadale has a vast range of beautiful outdoor settings including 15 sporting reserves and 274 passive reserves that provide a variety of settings and infrastructure for residents to participate in various types of activities.

Community Facilities

A cultural performance, concert or exhibition might be better suited to an indoor venue. The City of Armadale also has a wide range of indoor venues available for use across a number of our suburbs. Venues range from small, (50 person capacity) medium (100-140 person capacity) and large (150-400 person capacity) and some have multiple rooms to choose from. See www.armadale.wa.gov.au for more information.

Street and Car Park Venues

Other popular community events such as street parties, car boot sales and markets are often held in cul-de-sac streets or shopping centre car parks.

Booking a venue

Confirm the venue is available by contacting bookings@armadale.wa.gov.au or calling 9394 5000.

To reserve please complete a City of Armadale Public Event Notification Form, submit this with a proposed site plan, a copy of your groups' Public Liability Insurance and any other necessary documents.

Once the application is received your venue will be booked, you will not receive a booking confirmation until the event application has been reviewed and given consent by all necessary departments.

Public Events on Private Property or Street Activities

Public events planned to be run on private property or activities planned to be run on local streets have slightly different procedures. For more information about this contact csadministration@armadale.wa.gov.au or 9394 5000.
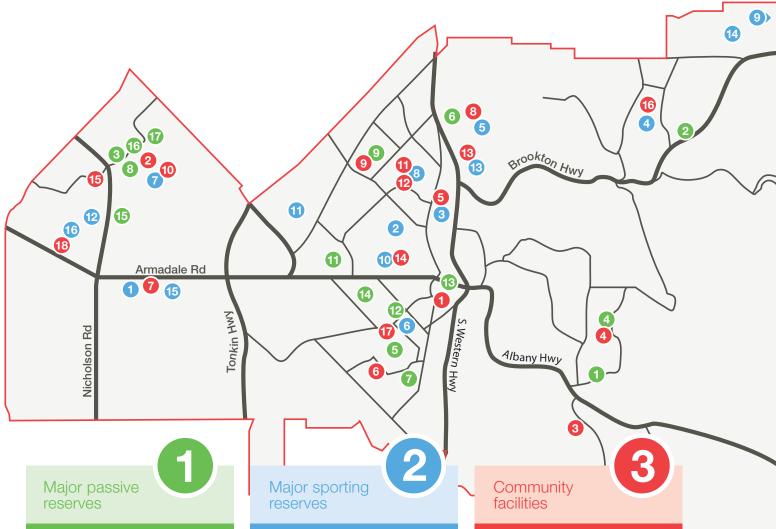
Events booking procedure

Confirm venue & submit Public Event Notification Form → Obtain any necessary permits → Confirm extra items i.e.toilets, bins, lights → Obtain permits, collect keys and security codes →

Armadale Rd
Nicholson Rd
Tonkin Hwy
S. Western Hwy
Brookton Hwy
Albany Hwy

1 Major passive reserves

1 Benbecula Park
2 Borrello Park
3 Burtonia Park
4 Churchman Brook Reserve
5 Don Simmons Reserve
6 Fancote Park
7 Harber Park
8 Jim and Alma Baker Park
9 Kuhl Park
10 Lions Park
11 Mathew Stott Reserve
12 Memorial Park
13 Minnawarra Park
14 Reg Williams Reserve
15 Sandstone Park
16 Splendid Reserve
17 William Lockard Park

2 Major sporting reserves

1 Alfred Skeet Reserve
2 Bob Blackburn Reserve
3 Creyk Park
4 Cross Park
5 Frye Park
6 Gwynne Park
7 Harrisdale Playing Field
8 John Dunn Memorial Park
9 Karragullen Oval
10 Morgan Park
11 Palomino Reserve
12 Piara Waters Oval
13 Rushton Park
14 Springdale Park
15 William Skeet Reserve
16 Rossiter Playing Field

3 Community facilities

1 Armadale Hall (Large)
2 Bakers House (Medium)
3 Bedfordale Hall (Medium)
4 Churchman Brook Community Centre (Small)
5 Creyk Park Pavilion (Small)
6 Evelyn Gribble Community Centre (Large)
7 Forrestdale Hall (Medium)
8 Frye Park Pavilion (Medium)
9 Harold King Community Centre (Large)
10 Harrisdale Pavilion (Large)
11 John Dunn Hall (Large)
12 John Dunn Pavilion (Large)
13 Kelmscott Hall (Large)
14 Morgan Park Pavilion (Medium)
15 Piara Waters Pavilion (Large)
16 Roleystone Hall (Large)
17 Armadale Arena (Large)
18 Rossiter Pavilion (Large)

For information and advice on reserves email: bookings@armadale.wa.gov.au

Obtaining necessary approvals

When you have confirmation of your venue, you must obtain any Health Services permits required for your event. The City's Health Services Team is available to provide guidance and advice to groups on complying with the law and minimising risk in organising an event for the community. In most cases a public event and food stalls will require formal approval.

Temporary electrical installations and any large temporary structures associated with events must be certified as part of your Health approval. If you are planning an event for more than 1000 people, a Risk Management Plan is required with your application. An outdoor concert may require a noise exemption application to be submitted with a consultant's report at least 60 days before the event.
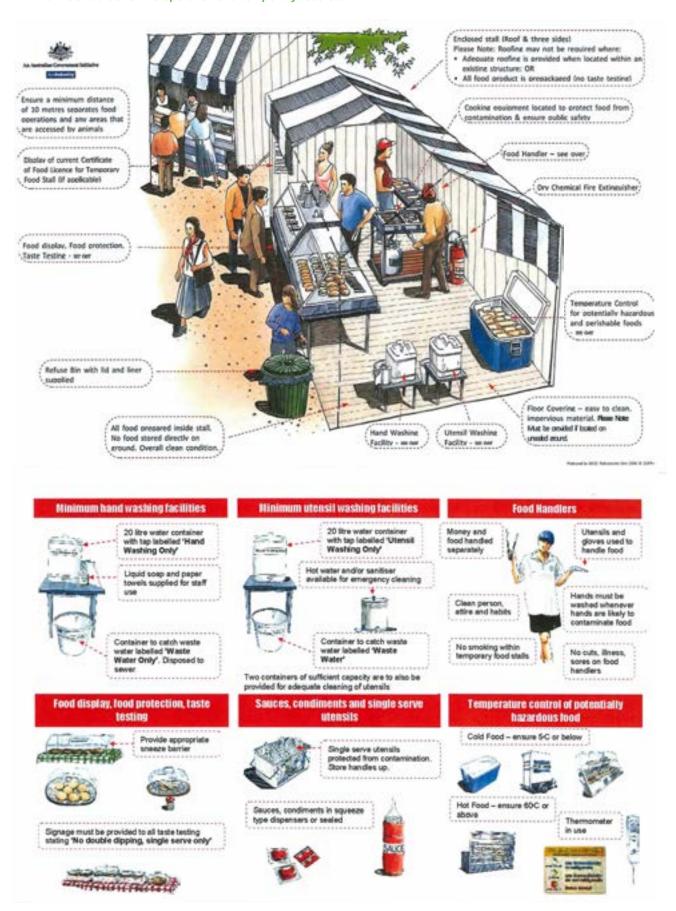
Selling food from a temporary premise

The sale of any type of food at your planned event requires the vendor to obtain a permit to sell food from a temporary premises to ensure your event complies with the requirements of the Food Act 2008 and the Australia New Zealand Food Standards Code (Australia Only).

All commercial food vehicles and stalls operating from the event must have a current Food Business Registration and comply with the provisions of Food Act 2008 and the Australia New Zealand Food Standards Code (Australia Only). Guidelines for Temporary Food Premises and the application form to Sell Food from a Temporary Premises can be downloaded from www.armadale.wa.gov.au /public-health

Minimum standards for the operation of a temporary food stall

Enclosed stall (Roof & three sides)
Please Note: Roofing may not be required where:
- Adequate roofing is provided when located within an existing structure: OR
- All food product is prepackaged (no taste testing)

Cooking equipment located to protect food from contamination & ensure public safety

Food Handler – see over

Dry Chemical Fire Extinguisher

Temperature Control for potentially hazardous and perishable foods – see over

Floor Covering – easy to clean, impervious material. Please Note Must be provided if located on unsealed ground.

Ensure a minimum distance of 30 metres separates food operations and any areas that are accessed by animals

Display of current Certificate of Food Licence for Temporary Food Stall (if applicable)

Food display, Food protection, Taste Testing – see over

Refuse Bin with lid and liner supplied

All food prepared inside stall. No food stored directly on ground. Overall clean condition.

Hand Washing Facility – see over

Utensil Washing Facility – see over

Minimum hand washing facilities

20 litre water container with tap labelled 'Hand Washing Only'

Liquid soap and paper towels supplied for staff use

Container to catch waste water labelled 'Waste Water Only'. Disposed to sewer

Minimum utensil washing facilities

20 litre water container with tap labelled 'Utensil Washing Only'

Hot water and/or sanitiser available for emergency cleaning

Container to catch waste water labelled 'Waste Water'

Two containers of sufficient capacity are to also be provided for adequate cleaning of utensils

Food Handlers

Money and food handled separately

Clean person, attire and habits

No smoking within temporary food stalls

Utensils and gloves used to handle food

Hands must be washed whenever hands are likely to contaminate food

No cuts, illness, sores on food handlers

Food display, food protection, taste testing

Provide appropriate sneeze barrier

Signage must be provided to all taste testing stating 'No double dipping, single serve only'

Sauces, condiments and single serve utensils

Single serve utensils protected from contamination. Store handles up.

Sauces, condiments in squeeze type dispensers or sealed

Temperature control of potentially hazardous food

Cold Food – ensure 5C or below

Hot Food – ensure 60C or above

Thermometer in use

Requirements of a site map

Site maps are required for all Public Event Notifications to provide us with a full understanding of the event. This should include:

- all areas available to the public;
- stages and direction of speakers;
- exit areas and parking areas;
- toilet facilities;
- first aid station(s);
- food stalls and generators;
- structural information on any structures eg spectator stands or marquees;
- the locations of fire safety equipment;
- liquor licensed areas;
- temporary fencing.

Constructing, altering or extending a public building

The area where your event is being held, indoor or out, will be deemed a "public building". Any marquee, tent, or fenced area will be defined as a Public Building and is required to comply with the Health (Public Building) Regulations 1992. Temporary structures larger than 55m² require manufacturer's specifications, a certificate of structural adequacy and written statement that the structure is erected according to manufacturer's instructions. For such structures the event organiser is required to apply for the *Application to Construct, Alter or Extend a Public Building* form, *Form 1* under the said Regulations.

All temporary structures to have adequate anchorages and holding fast.

An Application to Construct, Alter or Extend a Public Building form must be submitted detailing the structure used for your event to ensure it is safe.

Tip: *The City's Health Services Team is there to help and can answer any questions you may have.*

Emergency evacuation plan requirements

An *Emergency Evacuation Plan* incorporating a Risk Management Plan must be submitted at least one month prior to the event where it is anticipated that **1000 or more** people will attend or **where alcohol is to be served**. The *Risk Management Plan*, where required, must be prepared in accordance with *Australian Standard 4360*.

Most community events are smaller than 1000 people; a Risk Management Plan may still be required dependent on the risk, however it is important for your planning that you are able to make a reasonable estimate of the maximum attendance you can expect at any one time. *Your Public Event Notification* is a legal document and will reflect a suitable maximum occupancy number for the safety and amenity provisions you intend to put in place.

Electrical Compliance Certificate Approval

If power supply is required and needs to be distributed by power boards, distribution boards etc then it raises a number of electrical safety concerns that will need to be signed off by a certified electrician in order to issue an *Electrical Compliance Certificate* on the day of the event to the City's Health Services for approval. Form 5 to be completed Please Note:

- Any temporary wiring must not be laid on the ground accessible to the public, unless it is adequately protected or positioned in such a manner to not be a hazard.
- Residual Current Devices and circuit breakers must be used to protect electrical outlets and appliances in areas available to the public. All leads or portable outlets used by stalls or otherwise must have been tagged and tested within six months by an electrical contractor. No piggyback leads or double adaptors!
- Generators are to be installed in accordance with all relevant standards and are to be appropriately earthed. Wherever possible, generators and power sources should be positioned so that they are supervised or that access to them is restricted.

Noise Emissions

Generally, the noise associated with crowds at community events is exempt from noise legislation and does not require a permit. However, noise from loud speakers or loud music is not exempt and must comply with the permitted level of noise for the time of day when received at people's homes. An application for use of loud speakers and events with rock bands exceeding permitted residential noise levels is required.

Application for Noise from a Community Events

Tip: *A, notification letter is required to surrounding residents detailing the nature of the noise, finishing times, and a contact number of an allocated person to record and respond to any noise complaints received. When setting up for the event, try to ensure all sound systems face away from residents in the direction where it will have the least amount of impact.*

Other public safety requirements

A *Risk Management Plan* is essential when organising an event. It will help look after your group, reduce possible physical injuries and safeguard you against potential lawsuits, damage or loss. Risk management is the effective management of potential factors or hazards that may happen before or during your event that could negatively impact the event, your organisation and its objectives. Some examples of risks include: inclement weather, performers/suppliers/event organisers falling ill, injuries to attendees or technical faults. In your Risk Management Plan you will need to outline each risk, assess and rank risks, determine the consequences, develop a strategy to manage each risk and assign a person to be responsible for the management of each risk.

Fire Safety

Fire safety equipment and fire prevention precautions are necessary to protect the safety of patrons, employees and volunteers at events.

All extinguishers must be kept fully charged and maintained in accordance with AS 1851.1. This standard requires extinguishers to be tested at least every six months and the test dates clearly identified on each extinguisher. Large-scale events may be subject to additional requirements from the Department of Fires and Emergency Services (DFES).

As a minimal fire safety requirement, at least one 4.5 kg B (E) dry chemical powder extinguisher should be located near:

* any electrical generator or switchboard;
* any flammable liquid or gas containers;
* any food preparation/cooking area;
* backstage.

Traffic Management

It is important to also consider traffic management including:
* Is sufficient parking available at the venue?
* Are patrons aware of where to park and where not to park?
* Will a road closure be required?
* Is the public / emergency services / public transport authority aware of this road closure?
* Has pedestrian safety been considered?
* Is accessible parking provided?

If a road closure is required, application must be made to the City's Engineering Department on 9394 5856. Depending on the level of road closure the City will direct appropriate actions to be taken.

Public Toilets

Public toilets (WC) must be provided, with the facilities adequate for the number of people who may attend the event. The toilets are to be checked and serviced throughout the event. The number of toilets provided, must comply with the minimum facility numbers outlined in the tables below.

At least one unisex accessible toilet for use by people with a disability and the elderly is required for each venue. Care and consideration should be given to the suitable location of accessible facilities. When portable chemical type units or effluent holding tanks are used for events longer than four hours, they must be located so that they can be pumped out during the event.

The following tables are a guide for events of at least one day in duration. Reduced requirements may be considered by the Manager Health Services for shorter length events.

Additionally the organiser is to ensure the toilets are cleaned at two hourly intervals. If the event is during night time light with a minimum level of 40lux must be provided at the toilet facilities.

Indication of toilet number for the number of people expected to attend the event

Total Attendance	Male Facilities			Female Facilities WC's	Hand Basins	
	WC's	Urinal metres	Urinals		Male	Female
Up to 1000	2	1.5	3	5	1	1
1000 – 2000	3	3	6	10	2	2
2000 – 3000	4	4.5	9	15	3	3
3000 – 4000	5	6	12	20	4	4
4000 – 5000	6	7.5	15	25	5	5
5000 – 6000	7	9	18	30	5	6
6000 – 7000	8	10.5	21	35	6	7
7000 – 8000	9	12	24	40	7	8
8000 – 9000	10	13.5	27	45	8	9
9000 – 10000	11	15	30	50	9	10
10000 – 11000	12	16.5	33	55	9	11
11000 – 12000	13	18	36	60	10	12
12000 – 13000	14	19.5	39	65	11	13
13000 – 14000	15	21	42	70	12	14

Note

- Females increase at the rate of 1 WC per 100 Females.
- Males increase at the rate of 1 WC per 500 males plus 1.5 metres urinal or 3 urinals per 500 males. (This table uses 500 mm as 1 urinal space – BCA uses 600 mm).
- Hand wash basins 1 per 5 WC's or urinals.
- The above table is for long events where alcohol is available. Facilities can be reduced for short or alcohol free events. See table right.

Duration of event	Percentage of the above numbers
More than 8 hours	100%
6 hours but less than 8 hours	80%
4 hours but less than 6 hours	75%
Less than 4 hours	70%
No alcohol	50%

Security

Security ensures security of people, equipment and property. You may need to consider qualified security presence at the event, depending on the size of your event and whether or not the event is licensed to sell alcohol.

You also need to advise:

- The police of the event if there are more than 1000, people through online registration of your event https://ebusiness.police.wa.gov.au/PAC/PRF/Default.aspx

You will need to consider communication during such event. For example: in the case of a lost child.

Crowd Controllers

One crowd controller for first 100 patrons and 1 crowd controller for each additional 100 patrons for the number of people attending per day who will be familiar with the Risk management, to monitor behaviour, to prevent injuries, or overcrowding. Crowd Controllers can be staff or volunteers of the event, as long as the following requirements are met:

- a crowd controller to be easily identified,
- have a distinctive uniform and required protection
- familiar with content of the Risk Management Plan and traffic management plan
- familiar with the emergency access point for an ambulance,
- be in contact with each other- mobile numbers of organiser and other crowd controllers

First Aid

A First Aid post is an essential safety requirement for any event. First Aid services can be booked through a number of organisations, for smaller events certified staff and a first aid kit may suffice. It is also essential to ensure that there are unobstructed emergency ambulance access ways to the area.

Tips:

- *Often First Aid providers use volunteers so it's best to get your booking in early to allow as much time as possible for them to recruit volunteers.*
- *Notify the nearest hospital - Armadale Kelmscott District Memorial Hospital - Phone: 9391 2000*

Attendees	First Aiders	First Aid Posts
500	2	1
1000	4	1
2000	6	1
5000	8	2
10 000	12	2
20 000	22	+4

Provision of water

Potable drinking water supply shall be available and easily accessible to patron's at large public events, especially events of significant duration or outdoor events and events in an area with no scheme water available.

Amusement rides

Amusement rides must comply with the Australian Standard 3553 and all logbooks are correctly monitored and up to date. All inflatables and amusement rides are required to be certified by Worksafe.

What's your Plan B?

The weather is likely to be the most unpredictable factor of your event. You need to consider whether you will need shade, sunscreen or rain cover on the day of your event. You will also need to consider how the event will proceed in case of rain, and if the event is to be cancelled, how volunteers, suppliers and attendees will be informed and at what time and whom will make the decision to cancel the event.

Event Waste

Running an event usually generates more waste in the area so often additional bins are required. If needed, these can be hired from the City to be delivered and picked up from your venue by requesting a Special Events Application Form from the City's Waste Services Team at wastecalls@armadale.wa.gov.au

When considering how many bins you will need, we suggest taking into account:

- The expected number of patrons and duration of event,
- The activities that occur during the event, and
- The facilities available at the selected venue.

Additionally you may consider running incentive programs during your event to encourage patrons to assist in this area eg. offer a program where children can collect 10 pieces of rubbish for a small prize.

All venues are required to be clean of waste following the completion of your event.

Organising an accessible and inclusive event

We are committed to ensuring that events in Armadale are both accessible and inclusive for all members of our community. When event holders consider accessibility, it has universal benefits for all attendees.

The City of Armadale Community Development Officer: Positive Ageing, Access and Inclusion can provide advice about being inclusive and accessibility for your event on csadminastration@armadale.wa.gov.au

Insurance and legal issues

It is important that groups running events have sufficient insurance that will cover them in case something goes wrong during the event. If the event is not organised or 'auspiced' by an incorporated body, individual members of the organising group are at risk of being held legally responsible for any accidents.

Event Insurance

Public Liability Insurance is required for public events. Copies of Certificates of Currency from all participants and service providers will be required to illustrate they have Public Liability Insurance of $20 million each. Please also ensure that any additional requirements imposed by your insurer with particular regard to public liability are complied with.

> **Tip:** *For more information or advice on insurance for your group visit Local Community Insurance Services (LCIS) www.localcommunityinsurance.com.au*

Incorporation

Incorporation is the process of making your group a legally constituted organisation. By being incorporated, your group will be able to continue regardless of any changes to its membership.

An incorporated organisation is able to:

- Operate a bank account
- Sign contracts – hire venues and facilities
- Apply for funding and grants
- Protect group members from being sued – limit the personal liability of individuals within the group.

Non-Incorporated Groups – Auspicing

If your group is not incorporated and wants to run events or apply for funding it may be necessary to identify an auspice.

An auspice is an incorporated sponsoring organisation that is nominated by the organising group to act on their behalf to administer funds and take on legal responsibility for the event.

Your auspice should be an organisation that shares similar ideas and objectives to your group, for example:

- A sports active festival could be auspiced by a local football/ netball club
- A community art project could be auspiced by a local arts group.

Tip: *For more information on incorporation, the benefits and the process, you can view 'Inc.: A guide for Incorporated Associations in Western Australia at https://www. commerce.wa.gov.au/books/inc-guide-incorporated-associations-western-australia/introduction-incorporated-associations*

Step 4: Implementation

If "Step 3: Organising" is carried out thoroughly, the event should run smoothly and without major incidents. Every member of the event organising committee should have a clear understanding of the event, the program and their responsibilities.

Bring the following on the day:

- runsheet
- event program
- emergency contact list and evacuation plan
- Risk Management Plan and remedies
- volunteer brief
- stage program and speeches
- site map
- traffic management plan (if applicable).

Tip: *Provide all event staff or volunteers with their own copy of this information (where relevant) to ensure everyone is on the same page.*

Event Resources

Did you know that the City has a Community Trailer with a range of event equipment that can be hired for events? Event equipment includes BBQ's, giant games, and other resources.

For more information contact:
csadministration@armadale.wa.gov.au

Tip: *Put together an event tool kit fully stocked with all the necessary things you may need on the day such as rope, hammer, sticky tape, glue, marker pens and blue tac.*

Step 5: Evaluation

Evaluation is the final stage of the event management process. It is important that the evaluation stage is completed. You can assess whether the event was successful, why it was or wasn't successful and to improve the event for the future.

It is important to review your objectives at the start of the planning process to ensure that you have considered how you will evaluate these following the event. Some evaluation measures may include:

- attendance count
- survey of attendees
- survey of suppliers
- general feedback.

Holding a debrief meeting with the event organising committee to discuss the event and how to improve it for the future is also an essential part of the event planning process.

Be sure to review:

- Feedback on the event from suppliers, attendees, participants and sponsors.
- Your achievements and the successes of the event!

Some questions you may want to consider in your event evaluation are:

- Was the event within budget? Do you need to apply for further funding or sponsorship next time or could the event be restructured to ensure it stays within budget in the future?
- How many people attended the event? Was this less or more than anticipated?
- What were your achievements and successes?
- Did you allow enough time to plan?
- Did you reach your target audience?

- Was the marketing plan successful? Why or why not?
- What promotion or media attention did you receive for the event?
- Was sponsorship of the event successful? What benefits did your group and sponsors receive as a result of this partnership?
- Were the theme and timing appropriate?
- Were the venue and facilities adequate (e.g. parking, toilets, food)?
- Was the event infrastructure adequate?
- Were your suppliers and performers professional, entertaining and value for money?
- What improvements would you make next time?

Tip: *Remember to thank your sponsors and volunteers!*

Funding Acquittals

The final job that you will likely need to complete following your event is acquitting your funding. Be sure to include some photos and significant outcomes from your event. Most funders have a set form of what reporting they would like from the event. If you are unsure of how to do your acquittal, contact the relevant Grants Officer for assistance.

TIP: Keep clear records and receipts of your expenditure as you go to minimise the amount of work required to finalise your acquittal.

Event Planning Checklist

5 - 8 months before your event

- ❏ Form your event committee
- ❏ Read the City's Event Guidelines
- ❏ Apply for funding

2 - 5 months before your event

- ❏ Submit your Public Event Notification Form and book your venue
- ❏ Finalise insurance
- ❏ Contact the Waste Services Team to discuss your waste needs
- ❏ Contact the Health Services Team to discuss your permit needs
- ❏ Book the community trailer equipment needed

1-2 months before your event

- ❏ Finalise City approvals including lodging any Food Permit Applications
- ❏ Book community signs for use
- ❏ Submit Risk Management Plan if required

1 month before your event

- ❏ Notify the nearest hospital and police station of your event
- ❏ Confirm service provisions for your event eg First Aid, security, electrical
- ❏ Check insurance of entertainers and stall holders
- ❏ Confirm any other requirements for your events incl. bins, lighting
- ❏ Market your event

On the day of your event

- ❏ Receive the Certificate of Electrical Compliance, then send to the City

Quick Contacts

Events Team
General event enquiries
Email: events@armadale.wa.gov.au

Community Development Team
Community resource enquiries
Email: csadministration@armadale.wa.gov.au
Website: www.armadale.wa.gov.au/growingourcommunity

Grants Officer
Funding enquiries
Email: csadministration@armadale.wa.gov.au
Website: www.armadale.wa.gov.au/community-support

Recreation Services Team
Venue enquiries
Email: bookings@armadale.wa.gov.au
Website: www.armadale.wa.gov.au/community-facilities-hire

Health Services Team
Permits and approval enquiries
Email: healthadmininbox@armadale.wa.gov.au
Or call the City of Armadale on 9394 5000.