



Community Events Guide

Your guide to holding a successful
event in the City of Kalamunda

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Introduction

Events create opportunities for people to connect with an area, spend time together, celebrate and experience the diversity of cultures, fostering creativity and innovation. They allow a community to come alive and provide an opportunity for a destination to showcase its unique experiences.

Events also contribute significantly to community building, lifestyle and leisure enhancement, cultural development, tourism promotion and increased visitation, volunteer

participation, fundraising and economic development.

The City of Kalamunda is committed to providing the community and its visitors with opportunities to experience and participate in a range of stimulating events and cultural activities. The City's Strategic Community Plan is the catalyst to increasing participation and visitation through events.

We aim to do this by:

- » Supporting local event organisers – develop a proactive local events community and strengthen local event management capability
- » Developing and promoting events - position Kalamunda as a destination of choice for events and tourism through effective branding and promotions
- » Growing the City as a premier event destination - attract and retain major events and support services in order to generate economic and social benefits

Planning Your Event

In developing an event plan, you should summarise the objectives and format of the event. Be sure to give yourself enough time to research, plan, finance and market your event. This should start at least six months prior. Taking enough time to deliver a good event ensures participants rave about it and return for the next one. Poor planning, event delivery and "organiser burn-out" are the most common reasons for event failure.

To assist with developing an event proposal, first consider these questions.

- » What is the purpose of your event? Will it have a theme?
- » When is the best time to hold it? Consider time of year, peak periods and weather conditions
- » Where should it take place?
- » What will happen there? What will be the main attractions?
- » Who would attend? What is your target market?
- » How many similar events exist in the area?
- » How will you get people there? What marketing and promotion will you do?
- » How will the community benefit from it?
- » How much will it cost & how will you pay for it?
- » Do you have the resources plan and run the event? Will you use volunteers?
- » How will you consult with any individuals or organisations that may be impacted?
- » Who else could offer support? How will you approach them?
- » How will you know the event has been a success?

An Event Application Form needs to be received by the City Events Team at least 3 months prior to holding your event.

Use our handy checklist to plan and ensure you meet our requirements

See more of our Helpful Hints at the end of this guide.

Fêtes, fairs, sporting events, concerts, festivals, market stalls and fund raising events must all be approved by Council. The size and nature of your event will determine what issues need to be addressed. You need to provide us with as much information as possible to help determine the approvals that may be necessary for your event to go ahead.

Section 1



Application Process



Do you need an application?



Event Applications are NOT usually required when events are provided for private members only. These typically include private weddings, family events or birthday parties where the general public are not invited, and events that take place at home.



An event application MAY be required when an event requires compliance with Health and Noise Regulations, for any event where the City considers it could have an impact on the surrounding community, and for private events if they involve the use of a City venue or premises outside the usual operating hours at that location.



Community Event Applications ARE required when free and ticketed events are open to members of the public, including groups and organisations. These include events where compliance with legislation is required such as where temporary food stalls are involved, temporary electrical fittings are used, temporary public buildings and marquees are erected, temporary toilet facilities are required or where an event may exceed the assigned levels noted in the noise legislation.

The City reserves the right to request an Event Application if they deem the event to have an impact on the surrounding community.





Completing an event application

1

Read the **Community Events Guide** and consult with the **City Event Team**
Phone 9257 9953
Email events@kalamunda.wa.gov.au

2

Complete an **Event Application Form** and cross reference it with our **Events Checklist** found in this guide.

3

Submit your **Event Application Form** via email. Please submit your application at least **3 months prior** to your event, otherwise your application may not be approved in time.

If you also intend to apply for a donation or waiving of fees, these requests must also be submitted at the time of your application and will not be considered retrospectively.

4

The Events Team will consider the application and impact of your event on the public (noise, nuisance, alcohol consumption, number of patrons, safety). We will let you know if there are additional forms you then need to submit throughout the process.

5

You will receive a letter informing you whether or not your event has been approved. Most events will have conditions attached to their approval and these will be clearly outlined in your letter.

6

Carry out any actions required to meet conditions. It is your responsibility to adhere to the conditional requirements leading up to, during and following your event.

PLEASE NOTE:
Appropriate levels of **Public Liability Insurance** is required in order to proceed with an event



Approval and conditions

You may not proceed with your event until you receive written confirmation from the City advising of any conditions or statutory requirements that need to be satisfied.

This will take a minimum of **three to four weeks** depending on the scale and size of your event.

It is an offence to operate without valid approval and both the City and local Police are empowered to close public events that do not meet conditions, or are considered unsafe or unsuitable.

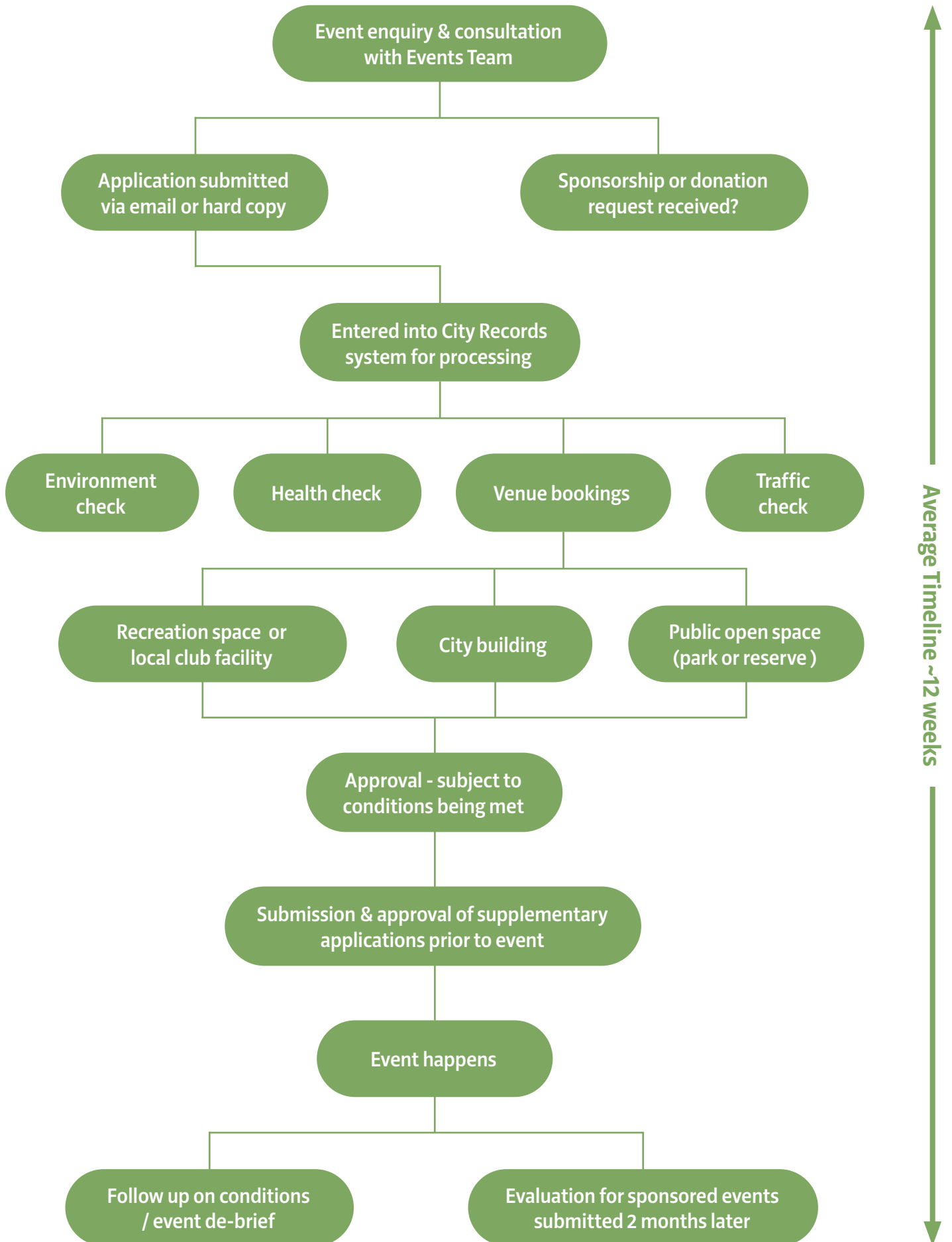
Any special conditions (if applicable to your event) will be outlined in your approval letter. It is the event organiser's responsibility to

adhere to the conditions or to remain in regular contact with the City Events Team until all necessary information and documents are obtained.

Applications and approvals for an event are not transferable. Therefore the organiser cannot transfer approval for an event to an alternative venue, date or time, without renegotiating with the City.

City officers have the right to attend events to check on compliance without notice. If it is found any conditions were not met under the approval given, event applicants risk losing their bond(s) and will be **ineligible** to apply to hold an event in the City in the following year.





Section 2



Donations & Sponsorship

The City of Kalamunda will assess event applications with requests for financial assistance under two main categories:

Community Event Donations

Event Sponsorship



Community Event Donations

The City of Kalamunda Community Event Donations program aims to support local organisations and community groups in running events that have a direct benefit to the local community or visitors to the City. The Event Donations program aims to support a wide range of organisations and initiatives and as such are assessed on a case by case basis.

Eligible groups must be:

- » Not-for-profit organisations
- » Charitable organisations
- » Community organisations

The key areas in which the City may enter into an event donation agreement include, but are not limited to, the following:

- » Community Welfare
- » Community Arts and Cultural Development
- » Sporting and Recreation
- » Emergency Relief Services
- » Youth and Children's services

Whilst the City does not seek a direct return in the form of promotional benefits, applicants are encouraged to acknowledge the contribution made by the City where possible.



There are three categories of Event Donations and applicants are only eligible to apply for one category each financial year.

\$250	The event will provide a benefit to either a specific group or the wider community. The event must be located in the City and provide some benefit to the local City community.
\$500	The event will provide a direct benefit to a specific group, the local community or visitors to the City. The event or program must be located within the City of Kalamunda.
\$1000	The event will provide a direct benefit to a specific local group, the local community or visitors to the City. The event or program must be located within the City of Kalamunda. Additionally your application must demonstrate how you plan to promote the event to increase awareness and participation, and work towards the long-term sustainability of the event.

Each application will be assessed on its own individual merit, and must be received three months prior to the event. The Event Donations program budget allows for approval of three applications in each of the above categories, and is a competitive process, therefore applicants are encouraged to provide as much information as possible on the event the donation is sought for to enable proper assessment.

Reimbursement for utility charges or recurrent annual or seasonal fees e.g. sporting club/ reserve facilities hire will not be considered.

Events applicants requesting a donation via this channel will not be able to also request a CEO donation, sponsorship or waiving of fees.

Please note: If you are applying for a donation, you will not be entitled to a subsequent fee waiver.

Acquittal is required to show where funds have been utilised and must include copies of paid invoices.



Event Sponsorship

The City of Kalamunda Event Sponsorship Program aims to support organisations and community groups in the running of an event that has a direct benefit to the local community or visitors to the City AND offers positive promotion of the City's brand to its target markets.

The event must:

- » Be accessible, free or low-cost
- » Demonstrate benefit to the wider community or a specific community group targeted
- » Align with the City's values and objectives as set out in the Kalamunda Events Strategy: Making Kalamunda a Destination of Choice
- » Provide promotional opportunities for the City relative to the level of sponsorship package applied for

Examples of events that may be supported include but are not limited to:

- » Cultural or community events
- » Sporting or recreation events
- » Carnivals, festivals or fairs held within the City
- » Community development and welfare events or programs for specific target groups
E.g. Seniors, Youth, Disability Groups

Please note: We will not support the payment of wages or salaries through the Event Sponsorship Program

Each sponsorship request will be assessed on its own individual merit. The Event Sponsorship program is a competitive process with a capped amount available to be awarded across all categories each year. Applicants are therefore encouraged to provide as much information as possible on the Event and the expected benefits to the City to enable proper assessment.

Following successful awarding of your sponsorship, you will receive a copy of the City of Kalamunda Brand Guidelines, which sets out the correct use and positioning of the City logo on your materials. You will also receive copies of the City logo in various formats.

All use of the City logo and promotion of the City is to be verified and approved by a member of the Public Relations Team prior to printing or promotion. Any un-approved or improper use of the City logo resulting in poor promotion or negative perception of the City will result in sponsorship being withdrawn or canceled.

A member of the Public Relations Team will endeavor to respond within two business days to approve materials. Please allow time for this approval process as part of your marketing planning.



Event Sponsorship

An Event Proposal must accompany your Event Application to gain approval for financial assistance at this level.

Sponsorship is available for amounts up to \$5000

All sponsorships must demonstrate a seed level of promotion for the event, which positively promotes and acknowledges the role of the City. This may include but is not limited to:

- » City logo on all promotional material – e.g. leaflets, posters, advertising
- » City logo to appear on all digital channels – website with hyperlink to City website, social media promotion and images
- » Opportunities to include a City advertisement in programs, publications or through digital channels
- » City logo to appear on signage promoting your event / signage displayed at the event
- » Verbal acknowledgment of the City's role throughout the event or program
- » Opportunity for the City to promote key messages via event digital channels e.g. website advertising, social media posts
- » Recognition of City's role within media releases and radio advertising, e-newsletters, email signatures, social media posts
- » Opportunity for a City representative to speak at the event



Application for & Evaluation of Sponsorships

To gain approval for financial assistance, sponsorship application forms must address key selection criteria.

Selection Criteria Event Proposals attached to an application must include the following:

1. Background

Details of previous experience with the event or program, historical information (e.g. photographs, media coverage etc) or the success of similar previous initiatives. You can include evaluation reports, references and endorsements.

2. Objectives

Outline specific and measurable objectives for the event, including relevant areas such as participation rate, promotional coverage.

3. Target group/s

Detail the target groups for the event or program, including both the participants in the event and the audience who will attend. Estimate the expected or actual number of visitors and participants.

4. Benefits

Demonstrate how the proposed event will provide a tangible benefit to the City, ratepayers and the community, clearly listing all benefits.

5. Time frame and location

State when and where the event will be run. Please note applicants should allow a minimum of three months lead time (from the date of application submission) before an event takes place.

6. Other sponsorship funding

Detail previous support received from the City (if applicable) and list other sponsors already committed to or applied to, for the event.

7. Management experience

Detail any previous experience in running the proposed event or similar events or programs. Where possible, include profiles of staff involved with the event and relevant experience and resources which will be committed to the successful management of the proposed event.

8. Budget breakdown

Include a breakdown of how City and other funds will be used. Identify the costs of any special materials and resources (ie: venue, equipment, staffing) or any in-kind support the City may be asked to provide. Include a payment timetable detailing when the funding would be required.

9. Marketing & Promotion

Clearly identify your advertising and promotional tools and schedule, providing examples of your material such as advertisements, flyers, banners, other signage, social media schedule.

10. Evaluation

State the proposed evaluation tools and how these will be implemented. Provide a timetable for reporting back to the City in the progress of the event and success toward meeting your objectives. The applicant must provide an Evaluation Report within two months of the event being held. The final 10% of sponsorship fees will only be released upon submission of a satisfactory Evaluation Report. You will need to complete all sections on the Event Sponsorship Evaluation Report template.

Partnerships

Event organisers seeking financial support above the platinum sponsorship level, should approach the City directly to discuss partnership opportunities. Partnerships are more specific agreements made under a Memorandum of Understanding (MOU) with a longer-term commitment, and a broader range of significant outcomes to achieve, in collaboration with an external stakeholder.



Section 3



Helpful Hints

Start planning early

Start early The time needed to research, plan, finance, market and deliver an event can vary enormously, with a substantial event sometimes taking more than 12 months to coordinate. You will also need to allow sufficient time for approval processes. Taking enough time to deliver a good event will ensure visitors return and spread the word about your event. Poor planning and 'organiser burn out'; are among the most common causes of event failure.

Grants and sponsorship Most grant funding applications will take several months from application to approval and will require evidence of planning and capacity to deliver the event successfully. There are sources of funding specifically for events, however it is worth looking at all aspects of your event that might tick the boxes for grants. For example a cultural or sporting event might adhere to guidelines for promoting mental health, skin cancer prevention, active aging, community arts and healthy eating.

Potential sponsors will need to consider your request in light of an annual budget. Ensure sponsors are on board early so you can give them recognition throughout your event marketing. Know what value can you deliver to a sponsor prior to, during or after your

event. You could offer brand exposure, free tickets, free parking, a speaking opportunity or naming rights. Sometimes in-kind sponsorship through the provision of goods, services, equipment, labour or expertise can be better than cash, and are also worthy of negotiation.

Performers, venues, facilities Check availability early, these crucial elements of your event may be in demand. You don't want to have planned your event only to find your venue of choice is booked or performers are unavailable. You need your performers and suppliers to commit to your event, and help promote the event. It may be tempting for a performer or supplier to take a better offer that comes along so make sure you get confirmation in writing. Open venues such as parks are best suited to free events, whereas containment is important if an entry price will be levied, or when making alcohol available.

Road closures Large events requiring road closures need to give substantial notice to police, traffic authorities and local government authorities. A minimum of **6 months** should be given for a simple Traffic Management Plan to minimise the risk to your event.

Do your research

Choosing a date Find out what your event may be competing with on the dates you have chosen. Similar events, established events and local events and activities will all be competition. The City Events Team maintains a calendar of local events which you can check before making your decision. The calendar is dependent for its content on event organisers accurately advising the Events Team.

Weather It's worth checking weather records and averages to estimate the risk of weather impacting your event. Also consider the length of time your patrons will be exposed to any weather conditions.

Peak periods Give thought to the advantages and disadvantages of holding an event during a busy period such as a long weekend, school holidays, or peak holiday season.

Market research Know who will come to your event. Check out similar events to determine what kind of audience they attract. Consider age groups, special interests, geographical location, social groups, ethnicity, and accessibility. If your event is dependent on visitors for its financial, cultural or social success, it is important that in identifying your market you also understand what resources will be needed to reach and convert them into attendees.



Check your resources

Budgeting Develop a realistic costing of all aspects of delivering your event. Think about program content, equipment, volunteers, marketing, traffic control, insurance and more. Don't forget to include GST in the budget as it can affect the money actually received from sponsorship and grant funding.

Tickets Will you charge for entry to your event? Thought needs to be given to what the market will pay for your event. Your ticket price may need to be subsidised through funds gained from other sources. Costs associated with ticket sales needs to be factored in to your budget.

Volunteers Volunteers are entitled to safe and supportive working conditions, with all the protections of paid workers. They also have all the responsibility that goes with paid work and are a great source of support.

Equipment Check to ensure that your chosen venue has sufficient resources. Confirm the type and quality of equipment needed by your performers and agree who will provide

this equipment. Often performers will provide equipment such as public address (PA) systems if requested for an extra fee, however many will assume that you will provide this.

Some venues may have a public address system, but check its quality and capacity well before your event. You may need to hire a suitable system. Consider booking equipment early, particularly if your event is at a popular time. Providers can experience heavy demand and costs may rise if equipment needs to be brought in.

Also consider whether the public toilets available at your venue will be sufficient to cope with your anticipated crowd numbers. You may need to provide portable facilities.

Lighting and power Consider your venue lighting capacity. Does your outdoor venue have sufficient light over public areas and walkways to cater for an after dark event finish? How will you power your event? Is underground power available or will you need a generator?



Manage your risks

Risk As an event organiser you are responsible for the safety of your employees, volunteers and patrons. You will need to observe Occupational Health & Safety Legislation.

Check it out at www.commerce.wa.gov.au/worksafe/legislation.

Inspect any venue you are considering and assess any risks presented. Risks may include, but are not limited to, uneven ground, damaged overhanging limbs, loose fixtures, damaged steps or slippery surfaces, temporary stages. Consider what risks would arise under all weather conditions.

Insurance You will need to insure your event for Public Liability for a minimum amount of \$10million. You may also need to provide Personal Injury insurance cover for your volunteers. If your service club or organisation is running an event, check with its insurer to be sure arrangements will cover your event.

Access Assess your venue for accessibility. Patrons with disabilities need to be able enter the venue and use all amenities. It's best to do a site map that shows all entry and exit points.

Parking Take into account the number of cars your event may attract, the lighting in the parking area if the event is after dark, and arrange for clear marking of entry, exit and limits to parking area. You must provide parking for people with disabilities close to amenities and the entertainment. You may need to develop a clear parking plan.

The little things Doing venue inspections when planning and just prior to your event are important. This is your chance to identify the little things that may make your event run smoothly or not. Can you locate the power points? Will the venue be open early for you to set up or will your set up need to be done the evening before? Check that all relevant people are made aware of your requirements.



Target your audience

Marketing Identifying your markets is just a first step in developing a good marketing plan for your event. Your marketing plan will be a major component of your event's proposal. This will reveal the characteristics and values that will appeal to particular markets and point to the most appropriate media to promote your event. It will also prove valuable information when it is time to scope potential sponsors, and identify relevant channels of communication and promotion.

Media channels Send your media releases to the press, but also post them on your website and social media pages. Email it to your events contact list and sponsors. Put an eye-catching heading in the subject bar of your email with the copy in the body of the email rather than as an attachment (these don't often get opened). Where possible, develop relationships with the journalists that report on your type of event.

Build a database Take the opportunity to have your event contacts and attendees register their interest with an email addresses for your use in an event update distribution list. Short electronic newsletters or updates are a good way to keep them up to date with program changes or exciting developments – and then post event success stories. You must then only use the contacts for the

purpose you indicated and offer the option to unsubscribe at any time.

Special interest groups Events celebrating an activity or interest which has an existing network can easily reach these people via club or association newsletters, magazines, websites and word of mouth. Use your networks and build relationships. This takes time but can grow each year you continue your event.

Word of mouth The very best marketing is a personal recommendation. Make your event a standout. Deliver quality activities, performances and experiences, and make people your priority (including event organisers and volunteers). Achieve this and word of mouth will do your marketing for you.

Paid advertising Advertising on TV, radio, in print and online varies in price and measurable reach, so investigate your option before committing. All media outlets will have set rates for one-off adverts or features and group buys, which can get you across a number of outlets over a few months at cheaper rates. Generally consumers need repeated exposure to your adverts before the message sinks in, but you can always negotiate the media spend to get a good deal.

Review your event

De-brief One of the most important steps is to review your event and assess the viability for holding it again. If you have received City funding or in-kind support this will be a compulsory part of the evaluation report. Hold a meeting and get feedback from all involved in running the event – your team, volunteers, suppliers and attendees.

Surveys Prepare for this before the event by ensuring processes are in place to get meaningful and relevant feedback from

people at the event. These can take a number of forms. Short questionnaires can be made available at venues. Consider asking for responses to be rated on a scale. Keep surveys short and focused and don't burden your guests with too many questions or decisions. Invite criticism and encourage honesty and openness. If you have developed a mailing list you can send a survey out after your event via email or on social media. A number of companies offer free online survey services such as Survey Monkey.

More useful links



The City of Kalamunda Events Team is here to help you

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PO Box 42, Kalamunda WA 6926

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