

Community Guide

A guide to organising your *Parks Alive!* community event



Experience and
explore your local parks

Parks Alive!



PARKS & LEISURE
AUSTRALIA
(SA/NT)



Creative
Communities
Network SA

Contents

What is <i>Parks Alive!</i> ?	3
Who can participate?	4
How to register and important dates	5
How can you participate?	6
Event planning checklist	7
A Step-by-step guide:	10
Step 1 – The people: who and why?	10
Step 2 – The event: what, when, where and how much?	11
Step 3 – Logistics: how, and what if?	14
Step 4 – Promotion and communication: who knows?	20
Step 5 – On the day!	23
Step 6 – Evaluation: how was it?	25
Sample risk assessment checklist	26
Sample booking letter	30
Sample press release	31

Disclaimer

While all care has been taken in the preparation of this material, no responsibility is accepted by the author(s), participating Councils or any of the project partners, sponsors or funding bodies for any errors, omissions or inaccuracies. The material provided in this guide has been prepared to provide general information only. It is not intended to be relied upon or be a substitute for legal or other professional advice.

No responsibility can be accepted by the author(s), participating Councils or any of the project partners, sponsors or funding bodies for any known or unknown consequences that may result from reliance on any information provided in this publication.

Hello and welcome to the *Parks Alive!* guide, which has been developed by local Councils working together to assist you to host a community event in a park or reserve near you.

This guide aims to provide community members with some useful hints and step-by-step suggestions to assist in planning a community park event. It is impossible to cover every scenario, but it is hoped that this guide will help you and your community to have a fun and successful day.

As well as using the guide, it is strongly advised that you talk to the *Parks Alive!* Contact person at your local Council before you start planning your event or activity, and keep them in the loop as you go along.

What is *Parks Alive!*

The idea is simple. We want everybody to get out into their local park or reserve, meeting their neighbours and creating a lively mass celebration of community all over South Australia.

What *Parks Alive!* hopes to achieve

Local Councils provide hundreds of neighbourhood parks and reserves which enable people to come together, enjoy each other's company (or their own serenity) and feel part of their community. Many older residents remember with nostalgia 'bandstand' concerts that at one time were held in local parks.

Parks Alive! aims to recapture some of this history, as well as create a new awareness and appreciation of the wonderful shared resources that are our parks and reserves. This new state-wide initiative also aims to show that our local parks can be used for a lot more than walking the dog or kicking a football - they can also be home to a whole range of exciting arts, cultural, social, learning, health, recreation and environmental activities.

Who can participate?

Your *Parks Alive!* activity or event can be organised by an individual community member, by a group of people who have come together for the purpose of organising the event, by an existing community group, club, association, school or agency, by your local Council, or by any combination of these working together.

Any not-for-profit community event or activity that is held in publicly accessible open space and supports the objectives of *Parks Alive!* can participate.

The objectives of *Parks Alive!* are to:

- Provide opportunities for the visible expression of local community identity through a range of small to medium sized community celebrations, arts and cultural activities and events
- Promote welcoming, inclusive activities which value diversity and build community capacity
- Raise awareness of local parks, reserves and services provided by local Councils
- Encourage the use of public environments as active 'living spaces' which are shared equitably
- Invite and inspire local people of all ages and backgrounds to instigate and participate in life-long learning and well-being activities

How to register your *Parks Alive!* event or activity

1 Sit down and work out a rough proposal that outlines where you think you'd like to hold your event and what you would like to do on the day.

2 Speak to the *Parks Alive!* Contact person at your local Council. They will have good ideas to help you with your event. You will also need to check if there are any special conditions and or permits you need to obtain to hold your event.

3 Work through the steps outlined in this guide to help you plan your event. The guide will take you through things that will assist your event to be a safe and successful time for all involved.

4 Provide details about your event to your local Council Contact person by the nominated due date. You will need to let them know:

> The name of one person who is the key

contact, with contact details (phone, address and email if you have it)

- The name of the group organising the event
- Where your event will be held
- When it will be held
- Who the event is for, and how many people are expected to attend
- What activities will be undertaken during the event

5 Registration deadline. Your Council Contact person will need to register all events in their area by the prescribed deadline.

6 Enjoy the day! And please remember to complete the evaluation sheets - your feedback will help ensure these types of activities can continue to occur in our neighbourhoods, and form the basis for planning next year's event.

Example timeline for planning your *Parks Alive!* event

July - August	Planning and question time! You now have two months to organise and plan your event.
August	Community registration deadline for groups/residents to register with Councils their interest to participate.
September	Closing dates for Councils to register all events in their area with Parks and Leisure Australia.
During October	Promote your event - talk to your local Council Contact person about ways of doing this.
Late October	Parks Alive! events held. Take photos, write poems and collect comments to showcase your event to Council.

* This table is an example only. You should allow four months to plan and implement your event.

How can you participate?

Parks Alive! events can be as big or small as you wish, ranging from:

- 1 Small informal events - it could be as small as a simple picnic with your family, friends and/or neighbours
- 2 Medium-sized neighbourhood events organised by a community group or association
- 3 Larger community events organised by community groups, agencies or the local Council

Some ideas for potential activities in your area might be:

- Park parties, BBQs, picnics, and celebrations in local reserves with a 'Meet your Neighbour' theme
- Activities by community and residents groups supported through small grants from Council's Community Grants program
- Performances in the park by local musicians, choirs, dance or drama groups
- Games, story telling, arts and crafts workshops
- Learning activities embracing health and well being
- Activities promoting water conservation and native vegetation awareness
- 'Come and try' activities by local sports and recreational clubs

Why participate in *Parks Alive!*?

There are lots of good reasons to organise a community event in a park or reserve:

- They are fun, and a great way to meet people
- They bring people together, provide opportunities for people to share space together and help create a sense of connection in local neighbourhoods.
- People can learn new skills or hone up on old ones (such as organisational and social skills, creating publicity materials etc).
- They can provide an opportunity for people to have an audience for their ideas, skills and passions, whether they be musical, artistic, environmental or sporting
- They get people outdoors and physically active, and promote health and well-being
- They provide an opportunity to show people what your group is about, and get more people involved

Although the *Parks Alive!* program cannot provide funding or organise your event for you, there are other benefits from participating in the *Parks Alive!* program including:

- A higher profile for your event as part of other *Parks Alive!* publicity and marketing
- Access to these guidelines to help you plan your event or activity
- The opportunity to put your ideas into action
- The use of poster and media release templates to assist with promotion in your local area
- The opportunity to build a good relationship with your local Council
- The knowledge that you are part of this fantastic State-wide event!

Event planning checklist

The following check list summarises some of the things you may need to think about in organising an event. It looks like a long list, but don't be put off - if your activity is a simple one, many of these questions may not apply. Go through the list and cross out anything not relevant to you.

You will also find more detailed suggestions on pages 10 - 25. Also included in this kit are a colour and a black and white poster template which can be adapted to publicise your own event.

Step 1 - The People: Who and why.

Have you... ?

Talked to your local Council about your plans	Yes	
Thought about what you want to achieve by holding the event	Yes	
Got enough people to help organise the event (volunteers and/or staff)	Yes	
Worked out clear roles and responsibilities for all the event organisers	Yes	
Prepared a team list with everyone's roles and contact details	Yes	not required

Step 2 - The Event: What, when, where and how much.

Have you... ?

Decided where and when your event will be held	Yes	
Checked who owns the park or reserve where you want to hold your event	Yes	
Checked if you need to book the park?	Yes	not required
Thought of an event name and/ or theme, if needed	Yes	not required
Consulted with other users of the space	Yes	not required
Checked out and applied for any permits that are needed	Yes	
Checked for any conflicting events in the area	Yes	
Developed a draft program for the day	Yes	not required
Consulted about the program with anyone included in or affected by it	Yes	not required
Drawn up a site plan and worked out where activities will be held	Yes	not required
Estimated a budget and thought about where money or resources will come from	Yes	not required
Worked out any cash handling and banking procedures	Yes	not required
For larger events, investigated any funding sources	Yes	not required

Step 3 - The Logistics: How and what if?

Have you...

Registered your <i>Parks Alive!</i> event with your Council Contact person	Yes	
Found out about any Council requirements in relation to park events	Yes	
Checked whether existing insurance covers your event	Yes	
Obtained public liability or other insurances, if needed	Yes	not required
Checked whether property and equipment will be insured	Yes	not required
If needed, let the Police and/or Emergency Services know about your event	Yes	not required
Planned Emergency access	Yes	not required
Planned for any possible incidents and organised security if needed	Yes	not required
Assessed if St John Ambulance needs to attend	Yes	not required
Organised a First Aid kit and officer (have you someone with First Aid training?)	Yes	not required
Provided a public address or megaphone available for emergency use	Yes	not required
Got enough toilets (are they close by?), and accessible for people with a disability	Yes	not required
Thought about how any equipment etc. will be brought in and taken away	Yes	
Planned for car loading, parking and traffic management	Yes	not required
Planned for waste management, and recycling where possible	Yes	
Obtained licences/permits if alcohol will be served	Yes	not required
Managed any possible safety issues around alcohol consumption	Yes	not required
Put in place food handling procedures, and obtained required licences/permits	Yes	not required
Made sure there is adequate lighting for after dark events and clearing up	Yes	not required
Provided seating if needed	Yes	not required
Made sure that the area to be used is not too uneven and safe for walking	Yes	
Made sure that those with limited mobility/wheelchair users can get about	Yes	not required
Made alternative plans for if the weather isn't cooperative on the day!	Yes	
Worked out how you would cancel the event, if you needed to	Yes	
Made directional signs for the site	Yes	not required
Thought about how event organisers will communicate with each other on the day	Yes	not required

If you have stalls, contractors and/ or artists, have you...

Identified hire costs & confirmed bookings	Yes	not required
Obtained proof that they have insurance cover	Yes	not required

Provided them with bump in and out plans	Yes	not required
Identified any risks for each stall: i.e. extension cords, hot surfaces	Yes	not required
Identified their space requirements and incorporated into site plan	Yes	not required
Followed any road closure procedures, where necessary	Yes	not required
Specified requirements to any artists and performers	Yes	not required
Developed written agreements (e.g. fee payments, payment process, Cancellation policy/process and code of conduct)	Yes	not required
Identified performers requirements and provided running sheets	Yes	not required
Developed contingency plan for performer cancellations, power/equipment failure	Yes	not required
Checked that performers and artists have Public Liability Insurance	Yes	not required

Step 4 - Promotion - Who knows?

Have you...?

Thought about who your 'target audience' is, and what would attract them	Yes	not required
Made a poster and distributed it in your neighbourhood (shops, schools, churches)	Yes	not required
Made a list of local media and contacted them with your press release	Yes	not required
Used word of mouth, email, social media and SMS to spread the message	Yes	not required
Made a program for handing out on the day	Yes	not required

Step 5 - On the day!

Have you...?

Packed and brought your 'box of tricks'	Yes	not required
Made sure all event organisers have contact details of each other and suppliers	Yes	not required
Checked that all the logistics you planned in step 3 have been completed	Yes	
Marked the site for set up and put up signage	Yes	not required
Organised bins & clean up, toilets, space marked out, shelter, directional signs	Yes	not required
Organised parking restrictions, food arrangements	Yes	not required

Step 6 - Evaluation - how was it?

Have you...?

Celebrated your success and thanked your volunteers and staff	Yes	
Arranged for a post-event debriefing to assess what worked and what didn't	Yes	
Filled in your evaluation form with your feedback and returned it to <i>Parks Alive!</i>	Yes	

A step-by-step guide

The following step-by-step guide is provided to help you plan your event. Please don't be put off by its length! The information provided here will cover a whole range of possibilities, and much of it may not be relevant to you.

Step 1 - The people: who and why?

Now you are a *Parks Alive!* event organiser, please remember that hosting an event is not rocket science - most of us have organised a children's party or backyard BBQ. The logistics of organising an event in your local park or reserve is not so very different.

Good planning, and having a group to share the load are key. The process is logical and can be shared out between members of your group. A feature of groups that have hosted really good events is clear roles and responsibilities, with everyone doing their bit and having fun.

This guide is not aimed at organisers of larger events. However, even for smaller events (of up to 300 people), a key coordinator can be a good idea to coordinate the overall structure of the day. However, other people taking responsibility for key aspects will help share the load and keep the group motivated over the planning phase.

It's also a good idea for the event organisers to talk about *why* they want to hold this particular event or activity, and get a shared idea of this before starting. One of the first things to do is to talk to your local Council about your idea for a *Parks Alive!* event.

Volunteers

Volunteers are an integral part of our community and the duties that they undertake are worth millions of dollars.

Much of the organising for *Parks Alive!* events will be carried out by volunteers, and this can be a fun, creative and valuable learning experience for them. The aim is to ensure risks to everyone are identified, controlled and minimised.

As an event organiser you are responsible for your volunteers. Although they are giving of their time for free, there are a number of responsibilities you have to them. In turn they also must observe the rules, regulations and certain levels of behaviour expected of your group.

It is your job to find tasks that sit with the level of involvement and competence of your volunteers. If you are staffing essential positions with volunteers, then you have to hold them to the standards that the positions require. Their commitment, morale, and dedication will depend to a considerable extent on the quality of the management and leadership provided by the event organiser.

For more information about volunteers contact Volunteering SA.

Step 2 - The event: what, when, where and how much?

One of the first things to work out is what kind of event you are putting on - will it be a BBQ, park party, dog show, historical fair or a music event or a neighbourhood fun-day? This will help determine a theme for your event and an activity focus. It will also require you to look at whether your local park or reserve will suit what you have in mind.

You will also need to establish a date and time for your event to coincide with the larger *Parks Alive!* program. You should give yourself as long a lead time as possible to plan your event. If you are organising a group of people this is even more important, ie. a 6 month lead time may require 6 meetings if held monthly.

Some activity ideas are listed below:

Live Art in the Park	Have a display of the paintings and sculptures from local artists, and have them working live so people can walk around and see what they're doing. Invite local arts and crafts specialists to run demonstrations and workshops.
Watercolour Challenge	A workshop where people are taught the basics of watercolour using a specific part of the park to view and paint from. There would then be a prize for the best painting at the end of the day. Perhaps have a local artist attend to judge the final entries.
Dance Day	An all inclusive day of dance where all ages from all backgrounds showcase, teach and learn particular forms of dance, from salsa workshops to break-dancing displays.
Music Mix	An all inclusive event which promotes a full range of musical events, from school concerts, bands, workshops, shows, local groups, more established groups, musical instrument making from recycled waste.
Multicultural Food Fair	Could be tied in with a farmers market or organic food fair or be seen as a separate entity. Representatives of the community showcase their traditional methods of food making with stalls and workshops.
Park Screen	A film/projection screen could be set up to showcase local films that have been produced by media students at local universities, disability or history groups. Check copyright restrictions.

Park Procession	Start/end the day with a procession through the park where participants can display their artwork. The parade could also be led by some musicians.
Storytelling	Invite children to listen to stories about local history.
Future Visions	A competition based around artistic impressions of the park in the future. This could be run for different age groups from 6 to 16. The aim would be to design the best futuristic park, incorporating all the important elements needed to make a good park activities, community interaction, aesthetic plant displays, art (sculptures, mosaics), play areas for children, quiet reflective areas for adults, sports etc.
Fancy Dress Competition	Organise a themed fancy dress competition for children.
Native Plant Workshop	Set up workshops to allow children to learn about and become aware of the variety of species of plants/flowers grown within the park. Increase respect for the area and encourage participation eg through planting on the day.
Games from the Past	Organise games for children that were commonly played in the past. For example, local Aboriginal games. This may require some research.
The Living Museum	Each park is turned into a living exhibition by having historical elements highlighted. Use plaques or signs to demonstrate the historic importance of even seemingly everyday objects that park users would usually take for granted. Eg the bandstand could have photos of past concerts and would demonstrate its historical and cultural significance.
Photo Exhibition	Get local people to lend photos of their local park or to provide memories of what that place means or has meant, to them or their families.
History Tour	Tour around historic house/features within the park, informing visitors of the historic importance and relevance that the park has to the local community. Invite your local history society or museum to take part in the event. Perhaps they could arrange a display.
Re-enactments and Wandering Actors	Invite a local drama group to perform playlets that incorporate the history of the park/area. You can also ask some actors to wander round in period dress, informing park users about the history of the area.

'Landscape Detective' or 'Nooks & Crannies Tour'	Take people around the park, highlighting the changes/improvements/features etc of the park. You could do these a number of times throughout the day. Have a horticulturalist take tours of the park, teaching people about the different flora and fauna.
Sensory Corner	Turn one part of the park into a sensory corner which tests visitors' senses. For example, using their sense of smell to identify certain plants within the park.
Eco Day	Create a totally green/eco/environmental fun day for all the family. Eg crafts with recyclable materials, sustainable living exhibitions, interactive green workshops, scavenger/treasure hunts, saving the planet and local wildlife with flower, organic fruit and vegetable shows.
Garden Day in the Park	Neighbours swap gardening tips, a day of stalls on planting, horticulture, garden materials, workshop on garden design and a Q&As with a 'Gardeners Question Time' team.
Sports for All	Invite local sports clubs to run taster sessions. You could run a variety of sports, including sports for the disabled, such as wheelchair basketball and handbikes, and alternative relaxation 'sports' such as tai chi or yoga.
Sports Demo	A series of demonstrations by local young people showcasing a range of sports that can be done in parks. This could include skateboarding and BMX riding. This could be coupled with a celebration of music, art and fashion.
Farmers Markets	Hold a Farmers' Market and maybe an arts and crafts market to highlight the local produce and skills in the area.
Park Treasure Hunt	Know your park - part of an event could be an 'informative' treasure hunt. Kids would get a form on entry and would have to get the answers about the park, or from activities/stalls on site. The completed form would enter a prize draw at end of the day.
Dog Show	Invite local people to compete in a fun dog show. Categories could include waggiest tail, most appealing eyes, wettest nose.

What will it cost?

Smaller park events can be very inexpensive. The venue is there, and, if you just bring the people, you can have a lot of fun without spending money. You may however have some ideas that cost money. If these are going to benefit the community, you may be able to get a grant to help you.

The key to applying for funding is giving yourself plenty of time, as applying for funding can seem very complicated if you have never tried it before. However, while some of the funding application forms can seem daunting, in the majority of cases the funders do want to give their money to exciting projects and events. You just need to persuade them it's ok to say 'yes'!

Many funders will help you through their application process directly - just give them a call or visit their website.

Get in touch with your local Council, as they may have ideas about funding opportunities or a community grants scheme themselves.

Step 3 – Logistics: how, and what if?

Once you have decided what, when and where you want to do your *Parks Alive!* event, there are a few more things to think about.

If you are planning a small event with friends and family, much of what follows may not be relevant. However, depending on the size and nature of the planned activities even some smaller community events still need to consider things like insurance, safety, signage, access etc.

Managing the risks

No matter what size or type of event or activity you are planning you will need to think about what risks there are, and think of ways to manage them. This is called a 'risk assessment.'

Risk assessments describe potential risks, work out how likely they are to happen and how bad it would be if they did, and what action you should take to reduce or eliminate the risk. Most are relatively straightforward, such as making sure areas of potential hazard are fenced off from the public or making sure traffic moves safely around the site. There is a good example of a community event risk assessment on page 26.

If you are working in partnership with your local Council, check with the Council Contact person if you think there is a chance their insurance will cover your event. If this is the case, this should be confirmed by them to you in writing.

If you are working independently it is more likely that you will need to ensure your own insurance covers a public event of the kind you intend to host. Either way, suppliers will also need to provide you with individual risk assessments for their services. Collect them prior to the event - you may need to send them to your insurer and the Council.

This may all seem bureaucratic, but in the event of an accident occurring, it will be time well spent. This documentation may also be required to apply for any event licenses you may need from your local Council or elsewhere, or as part of your insurance paperwork.

What is public liability insurance, and do you need it for your event?

Public liability insurance will protect you and your club or community group against financial risk if you are found liable to pay compensation for bodily injury and/or property damage to the public resulting from your negligence or the negligence of your members or voluntary workers.

If you are an existing group or association, your standard public liability insurance will cover you for your **"normal"** activities (e.g. if you are a playgroup - you hold activities for children to play). However if you want to hold an event where 300 people attend, it may be deemed by insurers as not being your "normal" activities and you may require separate festival or event cover - if in doubt **ALWAYS** check with your insurer.

If you do not have an existing insurer, or would like to try an alternative to your current arrangements, there are many insurers who would provide you with a quote.

Your Council Contact person will assist you to address any insurance requirements.

Choosing a location

Your Council Contact person will assist you to choose and book the best location for your event. Your local Council website will also have information to assist with this process.

Infrastructure

If you decide that you will need a marquee, a stage, fencing or extra toilets at your event, research local suppliers and compare costs. Your Council may have some of these items, so it is worth asking them as well. Some suppliers may be able to do better deals if you hire it all from them, such as a marquee plus tables and chairs. Contact your local Council to check any restrictions regarding weighting or staking marquees or tents.

Shop around; your local business telephone directory is a good place to start. Local suppliers may even be interested in sponsoring a local event if you can help them promote their business to the local community.

Medium to large 'entertainment' events will benefit from a public address system (PA) to announce information through the day. Events with stages may require a backstage area for the bands to get ready, including a changing and refreshment tent. You will also need an area for equipment, such as generators and amplifiers. This area will need to be fenced off from the public. If you plan to have a series of acts performing, a stage manager is a useful role to fill from your volunteers. They can coordinate the stage line-up prior to the event, make sure everyone knows where they need to be and oversee setting up and sound checks for performers.

Site Plan

Ask your local Council for a map of the park. You can use the map to plan where you'll put any stalls, displays, entertainment, parking, toilets and refreshments. Avoid overcrowding activities, as this may cause problems for people moving around the site. However, on large sites, avoid spreading activities too far apart as this can mean 'atmosphere' gets lost.

MC

On the day, an MC or compere to announce acts on stage or timed activities around the site is also a good plan. When booking acts, it's a good idea to ask them to provide you with a short introduction to the act, for your MC to use on the day.

Artists

You may like to consider the role that artists and arts activities could play to enliven your event and make the day more engaging and memorable.

There are many visual artists, performers, musicians, crafts people and other cultural workers in your local area who are happy to be invited to participate in their local events. Remember that if artists are employed on a professional basis, they should be paid for their work, like any other skilled professional.

There are several organisations in South Australia who can assist you to find appropriate artists who can help your event go off with a creative bang.

Contact your Council Contact person for information on how to contact with these organisations.

Children

The protection of children at events is paramount. You have a 'statutory duty of care' as an event organiser. Whether they are performing or audience members, it is important that children are looked after and protected. Children may get lost from parents and guardians. The organisers should have in place a 'lost child' procedure or central site that identifies arrangements for the safe care of children until they are reunited with their parents or guardian. Make sure volunteer stewards on site are aware of this procedure.

Evacuation Plan

In the unlikely event of there being an emergency, make sure that all volunteers are fully briefed about evacuating people. People need to be directed in a safe and calm manner to the nearest park exits.

Event Licences/Notification

Depending on the type of event you are planning, you may need to apply for one or more event licence from your local Council. You may need a Temporary Event Licence and certain music events may also require a music licence. Contact your local Council for details. If there is a cost involved, you will need to look at this in the early days of planning.

It is recommended that you do not offer food for sale as part of your event, but leave this service to traders, caterer or clubs that are experienced in food handling and selling. However, if you are planning to offer food for sale you will need to meet the requirements of the Food Act and Food Regulations. This includes providing hand washing facilities and appropriate food storage facilities. It is essential to contact your local Council's Environmental Health staff to obtain a Temporary Food Premises Notification Form and Food Information Kit.

Contact your Council Contact person for information on the requirements for serving and selling food and alcohol.

Catering

If your park is lucky enough to have a café nearby, will it be able to cope with the extra numbers? It is **not suggested** that you provide fresh food or refreshments that require refrigeration. The last thing you want is for your guests to go home with food poisoning. The Environmental Health Officers at your local Council can provide lots of good advice.

If you use independent caterers or traders you'll need to consider the following:

- How much will the caterers be charging for food? If your event is supposed to attract a range of people, you don't want them to be overcharged.
- You could also ask refreshment suppliers to pay a deposit in advance. This will ensure they show up on the day!
- Always have somewhere people can get water, tea, coffee and canned drinks. This can be a way to raise some funds towards your event.
- What food will the caterers serve? If your event is about how healthy parks can be, a burger van may be out of place!
- Encourage people to bring their own picnic when you promote the event.
- Ask refreshment suppliers to supply you with their Food Hygiene Regulations Certificate when you book them. Remember to also check their current Public Liability Insurance certificate.

First Aid Cover

For an event of any size you should arrange at a minimum to have a First Aid kit, or someone with a First Aid Certificate e.g. St John Ambulance if you have a large event. There are no absolute guidelines on how many first aiders you should have at an event, as different activities planned will have different levels of risk. Your risk assessment will give you an idea of this or if in doubt, contact your local St John Ambulance or Red Cross branch who can offer advice.

You will need to ensure throughout the event that key vehicle access points are kept clear in case emergency vehicles need to access the site at any time. The event organiser should have a mobile phone with emergency phone numbers in case of an emergency.

Toilets

You will need to ensure there are adequate toilet facilities for the duration of the event. This includes adequate provision for disabled users. These can be located nearby or in some cases installing temporary toilets for the event may be required. These will need to be clean and fully serviced. This will normally be included in the cost of hire.

Suppliers

Depending upon your event, you may have a range of people attending on the day, either to deliver equipment, oversee an activity or set up a stall. These are your suppliers. Once you have a theme for your day, an idea of activities you'd like to see you will need to build up a list of contacts to approach and get some quotes - which will require either funds or sponsorship.

Some suppliers will attend for free, as they may be members of other local community groups or services. Others may be free because they plan to charge the public to take part in an activity or are selling something. Others you may need pay for, such as entertainers or marquee suppliers.

If you are planning on having stalls you could invite local organisations to attend, raising their profile and filling out your event with interesting bits and pieces. Use contacts within your group or local community to get in touch with potential groups to invite and if possible, advertise in newsletters or flyers that are distributed locally.

Once you have decided on and booked a supplier or stall holder, you should send them a confirmation letter. They will need clear information ahead of the event, to minimise questions and confusion on the day. You will find an example of a supplier's confirmation letter (booking letter template) on page 30.

They will need to know details such as:

- Location of event.
- Their allocated position on the day.
- What time they can access the site to set up.
- What time they need to clear their vehicles from the site before the event starts.
- What time their activity/performance is scheduled.
- Where they can park, close to the site.
- Access to water/electrical supplies if applicable.
- What time they can dismantle their stalls and bring vehicles back on site.
- Mobile contact details for the main coordinator/s on the day.
- Parking or loading permits - if you are producing them.

Suppliers may also require you to provide some equipment for them, such as a stall, table or chairs. You will be responsible for any equipment you hire or borrow on their behalf, so make sure you keep track of it and store it somewhere safe and dry.

Travel to the event

As most *Parks Alive!* events will be held in local neighbourhoods, it is likely that many people will chose to walk there and back. However, some events will attract people from further afield, and you can help reduce the environmental impact of your event by encouraging people to travel there and back in a sustainable manner.

Find out about common public transport routes to your event, and include these with publicity material. Providing facilities for safe bike lock up is also a great idea. By changing the way we travel we can all help reduce our environmental impact as well as improving our health and wellbeing.

Parking

Even if you encourage people to walk or use public transport, many are likely to jump in their car to get there. Parking can be a problem for some event sites. If parking is available you will need to make sure vehicles travel safely around the site during the event. You may require volunteer parking stewards.

In situations of limited parking, priority needs to go to disabled people and suppliers. If people are setting up a stall before the event begins, they will not want to drive around for 20 minutes trying to find a parking space. Make sure parking information is included in the information you send to suppliers ahead of the event.

You may decide to produce parking permits for the day. Ensure parking stewards know what they look like and that permits are posted to suppliers with their confirmation letter.

Litter and refuse

Organisers are responsible for keeping the event area clean and tidy (free of litter and refuse) while the event is taking place. You are also responsible for ensuring that the area is left free of rubbish after the event. Encourage people to take their rubbish home with them.

Ensure you have adequate support for a full clean up once the event has finished. Many hands make light work. Your local Council may supply you with litter picking equipment for the day (pickers, gloves and bags).

Organisers can look to have provisions in place to recycle as much of the rubbish as possible. Check with the local refuse collection service or community recycling group to see if they will be able to collect recycling from you. Scout groups are good places to start.

Remember, organisers are responsible for the collection, storage, removal, transportation and disposal costs of all litter and refuse generated by the event. Talking to your local Council about this in advance is a good idea.

Signs

Put some laminated signs up around the park, to direct visitors to key facilities. Toilet signs are vital! If possible, use recognisable symbols rather than words and leave space for directional arrows to be added, using permanent markers, on site - you avoid ending up with useless signs with arrows pointing the wrong way.

You may also wish to put some signs up from bus/train stops to direct people to the park. Remember to collect them up after the event. Other signs you might want are ones showing entry and exit, water, first aid, phones, parking, security, lost and found and any designated areas or restrictions in relation to smoking and alcohol.

Step 4 – Promotion and communication: who knows?

Promotion for your event can vary from taking out an ad in a local magazine or the local paper to inviting a few of the neighbours down into the park for the afternoon.

The fundamentals

You can promote your event locally in a number of ways, but it needs to be considered in the early planning stages and not left until the end.

- Think about who your target audience is and what will draw them to your event
- Put together a local media contact list. This is essential when tapping into the various media channels
- Make sure you get emails, phone numbers and addresses for each contact.
- Always try to get a contact name so that your news gets straight to the relevant person
- Your local telephone directory should have a section listing all the local media
- Visit your local radio broadcasting house and local newspaper offices in person to find out who best to contact about your news
- Visit the websites of local papers, regional TV channels, radio stations etc to find out contact details. Most websites have a 'Contact us' section.

Press releases

A press release is an article sent to different media contacts outlining the news story. It can be used to highlight an upcoming event, or describe an event that has taken place. It is normally fairly concise but with a creative style. Please see template press release on page 31.

Email press releases are a very economical and effective way of getting your news direct to local media channels. They are free to send and more environmentally friendly than sending via the post. Remember to follow up all your press releases with a telephone call. This reminds news editors about your story, making it more likely that they'll feature a piece on it. Local newspapers and radio stations like stories about people in their local community, so it is good if you can offer photographs or an interview.

Word of mouth

Spread the word through friends, relatives and work colleagues. Build up an email list so that you can update them regularly, reminding them about the event. Also, kindly ask them to pass this information to their friends and family. This is a very good way of getting the word out to the local public for free and relatively little work.

Various media channels to tap into

Once you have obtained a decent media contact list, make sure it reflects all the various media channels in your area. There are also a number of newspapers and radio stations that have free 'What's On' listings that you can apply to have your event included in.

Radio and TV

Local and community radio stations are a good way of getting free publicity to the local community. Often they will do a recorded interview/advert that can be played regularly up until the event. The radio station may also like to do a live interview broadcast the day before or on the morning of the event with you.

If your local radio station has a vehicle which they can broadcast live from, this is a real opportunity to get media attention throughout the day's event.

Often radio stations and TV channels will have 'notice board' style programs which advertise upcoming events and activities in the local area. Sometimes, even the weather forecaster might mention it. TV channels are often keen to feature local community activity in their regional news bulletins.

Written and online media

Local free newspapers feature community news and events and are often happy to include an editorial for free. Paying for an advert to be included in newspapers/newsletters is expensive and usually requires the ad to appear over a number of weeks to be effective.

Put information about your event onto the *Parks Alive!* or your own website (if you have one) and any other relevant websites, such as your local Council.

Printed marketing materials

To assist you, a poster template is included in this folder and a press release template can be found on page 31.

One of the most effective ways to catch the public's attention is through the production and distribution of marketing materials. In terms of creating printed materials you need to be aware of:

- What you want to say.
- What format you want to say it in.
- Where you want it to be seen.
- What your budget is.
- How it will be distributed.

Remember, there is no point in printing 5,000 flyers for an event that can only accommodate 100 visitors and where you only have 2 volunteers to hand them out.

Posters

A poster template is attached, which you can modify for your own event. You may, however, wish to design your own poster. If you register your event with *Parks Alive!*, we ask that you include our logo on your own poster. The logo is available from www.parksleisure.com.au

In designing your own flyer or poster, remember to keep the information to a minimum. The most unobtrusive size is undoubtedly A4, which you will be allowed to put up in the majority of public areas. However, for impact, consider the next sizes up which are A3, A2, A1, AO. Each of these have the benefit of being large enough to attract real attention. However, not everywhere will have the space for them and they can prove costly. You may also want to consider laminating for weather protection.

Banners

A well designed banner, strategically placed can be a really strong promotional tactic. Bright colours and a few key words can entice bored motorists or passers by. Approach your local Council to find out where you would be allowed to place some short term banners. Sizing will be determined by location. However, a good size is 3m width by 1.5m height.

Programs on the day

If you have a number of things occurring over the course of the day, a simple program, listing the event activities, with times and locations, is helpful. An effective layout is an A4 piece of paper, folded in two to make an A5 leaflet. The front page needs to have the event title, location, date, time and organisers' logos. The centrefold should list all activities on the day, as well as where to find the first aid point, lost children point, toilets, parking etc.

On the back of the flyer it is often useful to have a map of the park, with relevant features and activities marked clearly. A really effective way to draw people into the event on the day is to have volunteers handing out programs at the park entrances and in the surrounding area to passers by. This informs those that didn't know previously that an event is taking place and what they could expect to find.

Distribution tips

Once all the marketing materials have been printed, the next thing to think about is distribution. You should allow 4 weeks to promote your event. There are several effective ways to do this:

- Local shops, businesses, leisure centres and entertainment venues are often happy to have a bundle of flyers on their counters, or feature an A4 poster in their window
- Local museums, libraries and tourist information offices regularly have leaflet racks and notice boards advertising local events and activities
- Local newspapers are often willing to insert flyers when doing letterbox drops in the local community for a minimal cost
- Posters located in and around the park and bundles of flyers in park cafés, shops and information centres draw public attention
- Find out if you can display an outdoor banner at the venue where you are holding the event. If this is possible then display it at least a week before the event
- Despite being a slow and tedious process, handing out flyers in the local area leading up to and on the day of your event is often a good way to let the public know the event is taking place
- Letterbox drops to residents surrounding the park is again a mundane job, but somebody has to do it. It's a good job for your volunteers, and they can have some exercise at the same time!
- Promoting your event is most effective when a variety of different approaches are taken. Ensure you allocate some thinking and time to this aspect of event planning as it will be a shame to have an event that no one turns up to!
- Remember to ask the relevant person for permission to display notices.

Step 5 - On the day!

Box of Tricks!

Every event organiser has a personalised box of tricks, full of random and useful bits and pieces that can help out in a crisis on the day of an event. Don't leave it at home! Store it at the Friends or Information stall.

Include things like: *sticky tape, masking/duct tape, scissors, black and coloured markers, pens, string, sticky notes, crocodile clips, glue, contact details for services, suppliers and volunteers.*

Get there in plenty of time (bump in)

If people need to set up, know how long they will need so that they are ready for your event when it is due to begin.

Ensure your event coordinators have contact details from all essential suppliers on the day, so you will be able to track them down if necessary.

Any suppliers should follow the instructions you gave them and be parking and clearing the site appropriately, using approved parking permits if required.

Before the event begins, but once suppliers have set up, you should do a final walkabout of the site, checking for potential health and safety risks, such as uncontained power cables or trip hazards. Make sure adequate signing highlights any features you are not able to mitigate against.

Set up your signage for the day. Ensure toilets, First Aid Point and Information Points are easily located. You may need to put signs up around the parameter of your park, or along major pedestrian routes in the local area, to ensure people are aware the event is nearby.

Check the weather conditions for the day, and ensure adequate weighting or staking is available to secure fixtures and fittings in the event of inclement weather! See page 15.

Ensure volunteers are aware of where/how they are able to obtain refreshments at no cost.

If you are planning an event with entertainment and staging, you will need to do an equipment check in advance of the start. Ensure PA systems, microphones, speakers and generators are working well and are audible where you need them to be.

Volunteers - on the day

Ensure that you have enough people who can help on the day. You will need to help direct suppliers to their allocated pitch when they arrive, help set up, steward the event, hand out programmes, stage manage, put up signs, provide information and help clear up. Ensure that you hold a briefing for all volunteers the day before the event, so everybody is clear as to what they'll be doing on the day.

- Make sure they are all aware of key points - First aid, lost child, park exits.
- Make sure they have mobile contact details for the event coordinator/s.
- Let everybody know what time they should arrive/finish.
- Make sure everybody has the chance to take a break, see some of the event and get some free refreshments.
- If possible, ask volunteers to wear an identifiable item of clothing - ie. all in the same colour. This will make them more visible to you and the public.

A Friends Group Stall

If your event is of a reasonable size, you might like to use the day to promote the work of your community group. You could set up a stall highlighting the work you do and encouraging people to join your group. Make sure you present the stall colourfully and prominently.

This will be a prime opportunity for you to recruit new members, promote your success and raise your profile.

Your stall can also double up as an Information Point about the event in general. Hold a list of contact details for suppliers there, in case someone doesn't show up.

Don't forget to take a break and enjoy yourself!

At the end of your event (bump out)

You'll need to ensure traffic moves safely through the site, so allocate some volunteers to traffic duties if necessary. Suppliers must remove all their own gear. At the end of the event everyone should pitch in and help clear up the site. It's no one's favourite job, but will have a positive impact with the local community and the local Council if you do a good job at the end of the day.

It makes sense, as you wander around, to clear away any signage you've put up. It is also respectful to remove any advertising signage in the local area by the next day.

Thank your Volunteers!!!

They have given up a good deal of their weekend to help you, so make sure they know they were appreciated. Invite them to the post event evaluation meeting for their contribution. This also makes it easier to call upon them if you need volunteers again in the future.

Step 6 – Evaluation: how was it?

Evaluating your event - Please use the *Parks Alive!* evaluation form included in this kit. Your evaluation will help us make the *Parks Alive!* program bigger and better next time.

Evaluation will also be useful to all who organised your event.

- Reflect on what has happened
- Hear ideas and thoughts for the future
- Share with others anything you learnt along the way
- Learn from mistakes

We would love it if your evaluation can include:

- Quantitative evidence (factual e.g. numbers of people attending)
- Qualitative evidence (experiences e.g. quality, feelings and opinions)

This will help us find out:

- What the participants thought of and gained from your *Parks Alive!* event
- Whether you met the *Parks Alive!* objectives
- How things could be done better

Collecting data

Qualitative and quantitative evidence can be collected in a variety of ways. Methods include:

- > Questionnaires
- > Documentation - get some kids with digital cameras to take the photos.
- > Video interviews
- > Comments book or boxes

You need to ensure that any method chosen is accessible and 'user friendly'. Here are some examples of people you might like to include in your evaluation process:

- Fellow organisers
- Event attendees
- Partners
- Local residents

Feedback

Once the evidence has been collected please forward it onto your Council Contact person.

Sample Event Risk Management Check List

Remember - always consider the circumstances of THIS event and the conditions around you. No two events are ever the same!

This checklist is provided as a guide to assist in identifying the risk issues for activities and events organised as part of *Parks Alive!*

The authors and the agencies that have supported the project however bear no responsibility for the safety, or the risk management processes of participating events.

Event Management Plan

Check for conflicting events.	Yes	No
Consultation with community/existing users.	Yes	No
Event contact listing prepared listing mobile contact details of all performers, participating organisations, service providers (i.e. amusements) and other emergency contacts (i.e. plumber, electrician).	Yes	No
Key roles and responsibilities clearly documented and communicated.	Yes	No
Control of the event established - including bump in and bump out plans.	Yes	No
Identify types of inclement weather that would prevent part or the entire event from occurring.	Yes	No
Event cancellation procedures developed and circulated to all involved in the event.	Yes	No
Cash handling and banking procedures.	Yes	No
Identify safe area for cash handling.	Yes	No
Acquittals where external funding is applied.	Yes	No

Emergency procedures

Emergency Services contacted, notified of proposal to hold event and preliminary arrangements made if required to provide attendance or assistance.	Yes	No
Incident procedures established.	Yes	No
St Johns in attendance.	Yes	No
First Aid person nominated for the event.	Yes	No
First Aid kit on site and location clearly marked.	Yes	No
Emergency access incorporated into site plan.	Yes	No
Communication arrangements and protocols developed and circulated to key staff.	Yes	No

Security, consider appropriate types and levels depending on risks and audience.	Yes	No
Clean up Kit, spills management and toilet unblocking (toilet rolls etc).		
Include 'slippery when wet' signs, mop, bucket, disinfectant, paper towel, and gloves.	Yes	No
Sharps Disposal Units.	Yes	No
Fire Extinguishers provided (appropriate type for type of material at risk).	Yes	No
Public Address or Megaphone available for emergency use.	Yes	No

Site Plan/Layout

All underground services identified and marked out.	Yes	No
Site plan (if possible to scale) finalised, distributed and copy on file.	Yes	No
Alternative site/set up for inclement weather.	Yes	No
Are the number of existing public toilets adequate for the event (disability access toilets available)	Yes	No

Security Requirements

Security required for the event.	Yes	No
Briefing of requirements to security personnel.	Yes	No
Police presence required.	Yes	No
Police briefed about event.	Yes	No

Amusements

Identify hire costs & confirm booking.	Yes	No
Identify cancellation payments and timeframes.	Yes	No
Identify set up risks (high winds, wind ground, placement of equipment, fumes etc).	Yes	No
Space requirements - including safety zones, safe waiting areas and collection zones (for kids).	Yes	No
Proof of insurance coverage - obtain copy of certificate of currency including level, excesses and exclusions.	Yes	No
Supervision levels of amusement agreed and documented.	Yes	No
Bump in and out plans provided to supplier.	Yes	No
Ensure all amusement rides registered with the relevant authority (obtain copy of registration) and the day of event check serial numbers.	Yes	No
Operator of each amusement suitably trained / qualified/ certified.	Yes	No

Amusements to be placed in area of high natural surveillance at the event and identify other appropriate measures to guard against significant personal interference.	Yes	No
-----------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----	----

Establish a Code of Conduct for operators. Have them sign acceptance of the code, provide a copy to them.	Yes	No
-----------------------------------------------------------------------------------------------------------	-----	----

Stall Holders

Identify set up risks for each stall: i.e. extension cords, hot surfaces, exhaust fumes (ice cream trucks).	Yes	No
-------------------------------------------------------------------------------------------------------------	-----	----

Consider other risks associated with stallholders – machinery and demonstrations, use of chemicals.	Yes	No
-----------------------------------------------------------------------------------------------------	-----	----

Space requirements identified and incorporated into site plan.	Yes	No
----------------------------------------------------------------	-----	----

Proof of insurance coverage – Public Liability & product liability including level, excesses and exclusions, (obtain copy of certificate of currency / policy).	Yes	No
-----------------------------------------------------------------------------------------------------------------------------------------------------------------	-----	----

Stallholders providing own electrical extension cords.	Yes	No
--------------------------------------------------------	-----	----

Electrical testing required?	Yes	No
------------------------------	-----	----

For food stalls check status / accreditation with Environmental Health section.	Yes	No
---------------------------------------------------------------------------------	-----	----

Food stall operators provided with safe food handling procedures – obtain copy of product liability insurance certificate listing exclusions and excesses.	Yes	No
------------------------------------------------------------------------------------------------------------------------------------------------------------	-----	----

Bump in and out plans provided.	Yes	No
---------------------------------	-----	----

Traffic Issues

Does the venue have adequate car parking?	Yes	No
-------------------------------------------	-----	----

Road closures required?	Yes	No
-------------------------	-----	----

Disabled Parking – is this required?	Yes	No
--------------------------------------	-----	----

Traffic controls required.	Yes	No
----------------------------	-----	----

Road closure procedures followed where necessary.	Yes	No
---------------------------------------------------	-----	----

Where structures are to be erected on roads ensure requirements of Council's S.221 Authorisation by council traffic control officers.	Yes	No
---------------------------------------------------------------------------------------------------------------------------------------	-----	----

Performance Program

Specify requirements to performers.	Yes	No
-------------------------------------	-----	----

Contract developed confirming – fee payments, payment process, cancellation policy/process and code of conduct.	Yes	No
-----------------------------------------------------------------------------------------------------------------	-----	----

Identify minimum requirements for performers.	Yes	No
-----------------------------------------------	-----	----

Decibel limit to be set for performance?	Yes	No
------------------------------------------	-----	----

Electrical testing of equipment required?	Yes	No
Reconfirm attendance.	Yes	No
Running Sheet prepared and provided to each performer.	Yes	No
Develop contingency plan that addresses performer cancellations, power or equipment failure.	Yes	No
Public Liability Insurance of Stage Manager - check in/exclusions & excess, does it cover performers?	Yes	No
If no do they have their own?	Yes	No
Crowd Control strategy in place	Yes	No

Promotion Strategy

Strategy developed and implemented.	Yes	No
Media Management Plan developed– identify spokesperson/s.	Yes	No
Notify & involve the media staff at your local Council.	Yes	No
Consultation / notification of affected residents & businesses.	Yes	No

Volunteer Management

Register volunteers.	Yes	No
Induction of volunteers.	Yes	No
Development of event volunteer duty statements – roles + responsibilities.	Yes	No

Animal activities have particular liability issues and risks. Take advice and consider these carefully before committing to these.

Follow up 24 – 48 hours prior to event

Electrician to check electricity supply at the event venue.	Yes	No
Plumber to check toilet and supply.	Yes	No

Follow up – day of event

Amusement structures – check certificate with structure number.	Yes	No
Venue fit for purpose (particularly consider outdoor surfaces)	Yes	No

Booking letter template

Name

Organisation

Address

Address

Town/City

Postcode

dd/mm/yyyy

Dear **Name**,

Thank you for agreeing to participate at the **Acacia Reserve** event for *Parks Alive!*

As you probably already know, the event will take place on **Saturday XX October 20XX from 10am -10pm at Acacia Reserve, Gundies Road, Gundiuroo.**

Please ensure that you arrive from **8am to 9.15am**. The event will start at 10am, by which time there will be no vehicle access on the site until the event is over. Your pitch has been provisionally allocated and is marked on the site map enclosed. Just a reminder, your vehicle will need to be off the site by **9.30am**.

We recommend you arrive via **park entrance/car park, road, Gundiuroo**. You will be directed to your pitch upon arrival.

You will be able to park your vehicle at **Gundies Road Car Park** during the event. **A parking permit is enclosed.**

If you are able to distribute any flyers promoting this event, please contact me. If you need to contact the event coordinator on the day, please call **phone number**.

Yours sincerely,

A. N. Other

Event Committee Member

Press Release template

PRESS RELEASE

insert date

For immediate release

Snappy title

First paragraph > Facts What's happening, where it's happening, when it's happening. Highlight three or four main activities that will be happening on the day that you feel will have the most media pull.

Second paragraph > Context For example: This event is part of *Parks Alive!*, a program of arts, cultural, learning, health, recreation and environmental activities in Council-managed neighbourhood parks and reserves on Day Date Month Year (For example: Saturday XX October 20XX).

Third paragraph > Brief background about the event and organisers For example: The event will be organised by xxxx Park Action Group and the City of xxx.

Fourth paragraph > Further information For example: More details about the event and *Parks Alive!* can be found at www.parksleisure.com.au

End Notes to Editors In this section you should include more detailed information on aspects of your event that will be of interest, but you don't want to be in the body of your press release. For example, contact details for you or your funders, background research, facts and figures.



PARKS & LEISURE
AUSTRALIA
(SA/NT)

This kit can be downloaded from www.parksleisure.com.au

Parks Alive! is a program of Parks & Leisure Australia.

Parks Alive! was an initiative of the Creative Communities Network (CCN) SA, who were the original initiators and developers of this toolkit, with support from the Local Government Association of South Australia.

Supported by



Supported by the Local
Government Association
of South Australia